

**2017-2018 BUDGET QUESTION**  
***Response to Request for Information***

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**DEPARTMENT:** Austin Convention Center

**REQUEST NO.:** 110

**REQUESTED BY:** Pool

**DATE REQUESTED:** 8/21/17

**DATE POSTED:**

**REQUEST:** Please provide links to the last five years of 990 forms and annual audits for the Austin Convention and Visitors Bureau.

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**RESPONSE:** Please see the attachments on the following pages.



MAXWELL LOCKE & RITTER LLP

*Accountants and Consultants*  
*An Affiliate of CPAmerica International*  
tel (512) 370 3200 fax (512) 370 3250  
www.mlrpc.com

Austin: 401 Congress Avenue, Suite 1100  
Austin, TX 78701

Round Rock: 303 East Main Street  
Round Rock, TX 78664

June 12, 2013

Ms. Julie Hart  
Austin Convention & Visitor's Bureau  
301 Congress Avenue No. 200  
Austin, TX 78701

Dear Ms. Hart:

Enclosed is the 2011 Exempt Organization return, as follows...

2011 FORM 990

Please refer to the respective Tax Return filing instructions for action that is required on your part. Your copy of each return is either included herein or has been posted as a PDF to your client portal. If you do not have a client portal and would like more information or would like to have one set up, please contact us.

We sincerely appreciate this opportunity to serve you. Please contact us if you have any questions regarding the return or if we may be of further assistance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sean Holcomb".

Sean Holcomb

Enclosures

# TAX RETURN FILING INSTRUCTIONS

FORM 990

FOR THE YEAR ENDING  
September 30, 2012

|  |  |
|--|--|
| Prepared for                                 | Ms. Julie Hart<br>Austin Convention & Visitor's Bureau<br>301 Congress Avenue No. 200<br>Austin, TX 78701  |
| Prepared by                                  | Maxwell Locke & Ritter LLP<br>401 Congress Avenue, Suite 1100<br>Austin, TX 78701-9682   |
| Amount due or refund                         | Not applicable   |
| Make check payable to                        | Not applicable   |
| Mail tax return and check (if applicable) to | Not applicable   |
| Return must be mailed on or before           | Not applicable   |
| Special Instructions                         | This return has qualified for electronic filing. After you have reviewed the return for completeness and accuracy, please sign, date and return Form 8879-EO to our office. We will transmit the return electronically to the IRS and no further action is required. Return Form 8879-EO to us by August 15, 2013. |

Form **8879-EO****IRS e-file Signature Authorization  
for an Exempt Organization**

OMB No. 1545-1878

For calendar year 2011, or fiscal year beginning OCT 1, 2011, and ending SEP 30, 2012**2011**Department of the Treasury  
Internal Revenue Service▶ **Do not send to the IRS. Keep for your records.**  
▶ **See instructions.**

Name of exempt organization

Employer identification number

**AUSTIN CONVENTION AND VISITORS BUREAU****75-2648097**

Name and title of officer

**JULIE HART****VICE PRESIDENT-FINANCE & OPERA****Part I Type of Return and Return Information** (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line **1a**, **2a**, **3a**, **4a**, or **5a**, below, and the amount on that line for the return being filed with this form was blank, then leave line **1b**, **2b**, **3b**, **4b**, or **5b**, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than 1 line in Part I.

|                                    |                                       |  |           |                |
|------------------------------------|---------------------------------------|--|-----------|----------------|
| <b>1a</b> Form 990 check here      | ▶ <input checked="" type="checkbox"/> | <b>b Total revenue</b> , if any (Form 990, Part VIII, column (A), line 12) | <b>1b</b> | <b>8892644</b> |
| <b>2a</b> Form 990-EZ check here   | ▶ <input type="checkbox"/>            | <b>b Total revenue</b> , if any (Form 990-EZ, line 9)                      | <b>2b</b> |                |
| <b>3a</b> Form 1120-POL check here | ▶ <input type="checkbox"/>            | <b>b Total tax</b> (Form 1120-POL, line 22)                                | <b>3b</b> |                |
| <b>4a</b> Form 990-PF check here   | ▶ <input type="checkbox"/>            | <b>b Tax based on investment income</b> (Form 990-PF, Part VI, line 5)     | <b>4b</b> |                |
| <b>5a</b> Form 8868 check here     | ▶ <input type="checkbox"/>            | <b>b Balance Due</b> (Form 8868, Part I, line 3c or Part II, line 8c)      | <b>5b</b> |                |

**Part II Declaration and Signature Authorization of Officer**

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2011 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

**Officer's PIN: check one box only**

☒ I authorize **MAXWELL LOCKE & RITTER LLP** to enter my PIN **48097**  
ERO firm name Enter five numbers, but do not enter all zeros

as my signature on the organization's tax year 2011 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

☐ As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2011 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶ \_\_\_\_\_ Date ▶ \_\_\_\_\_

**Part III Certification and Authentication**

**ERO's EFIN/PIN.** Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

**74294078701**  
do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2011 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶  Date ▶ **06/12/13**

**ERO Must Retain This Form - See Instructions**  
**Do Not Submit This Form To the IRS Unless Requested To Do So**



Form **990**Department of the Treasury  
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No. 1545-0047

**2011****Open to Public Inspection****A** For the **2011** calendar year, or tax year beginning **OCT 1, 2011** and ending **SEP 30, 2012**

|  |   |   |
|--|---|---|
| <b>B</b> Check if applicable:<br><br><input type="checkbox"/> Address change<br><input type="checkbox"/> Name change<br><input type="checkbox"/> Initial return<br><input type="checkbox"/> Terminated<br><input type="checkbox"/> Amended return<br><input type="checkbox"/> Application pending  | <b>C</b> Name of organization<br><b>AUSTIN CONVENTION AND VISITORS BUREAU</b><br>Doing Business As<br>Number and street (or P.O. box if mail is not delivered to street address) Room/suite<br><b>301 CONGRESS AVENUE 200</b><br>City or town, state or country, and ZIP + 4<br><b>AUSTIN, TX 78701</b><br><b>F</b> Name and address of principal officer: <b>ROBERT LANDER</b><br><b>SAME AS C ABOVE</b> | <b>D</b> Employer identification number<br><b>75-2648097</b><br><b>E</b> Telephone number<br><b>512-474-5171</b><br><b>G</b> Gross receipts \$ <b>9,618,706.</b><br><b>H(a)</b> Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br><b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No<br>If "No," attach a list. (see instructions)<br><b>H(c)</b> Group exemption number ▶ |
| <b>I</b> Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) ( <b>6</b> ) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527<br><b>J</b> Website: ▶ <b>WWW.AUSTINTEXAS.ORG</b><br><b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶ <b>L</b> Year of formation: <b>1998</b> <b>M</b> State of legal domicile: <b>TX</b> |   |   |

**Part I Summary**

|                                    |   |                                  |                     |
|------------------------------------|---|----------------------------------|---------------------|
| <b>Activities &amp; Governance</b> | <b>1</b> Briefly describe the organization's mission or most significant activities: <b>MARKETING AUSTIN NATIONALLY AND INTERNATIONALLY AS A PREMIER BUSINESS AND LEISURE DESTINATION.</b><br><b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.<br><b>3</b> Number of voting members of the governing body (Part VI, line 1a) <b>3</b> <b>30</b><br><b>4</b> Number of independent voting members of the governing body (Part VI, line 1b) <b>4</b> <b>30</b><br><b>5</b> Total number of individuals employed in calendar year 2011 (Part V, line 2a) <b>5</b> <b>62</b><br><b>6</b> Total number of volunteers (estimate if necessary) <b>6</b> <b>12</b><br><b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12 <b>7a</b> <b>0.</b><br><b>b</b> Net unrelated business taxable income from Form 990-T, line 34 <b>7b</b> <b>0.</b> |                                  |                     |
| <b>Revenue</b>                     | <b>8</b> Contributions and grants (Part VIII, line 1h) <b>0.</b> <b>0.</b><br><b>9</b> Program service revenue (Part VIII, line 2g) <b>7,721,073.</b> <b>8,639,041.</b><br><b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d) <b>1,783.</b> <b>1,802.</b><br><b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) <b>225,310.</b> <b>251,801.</b><br><b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) <b>7,948,166.</b> <b>8,892,644.</b>  | <b>Prior Year</b>                | <b>Current Year</b> |
| <b>Expenses</b>                    | <b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3) <b>175,145.</b> <b>146,838.</b><br><b>14</b> Benefits paid to or for members (Part IX, column (A), line 4) <b>0.</b> <b>0.</b><br><b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) <b>3,934,365.</b> <b>4,188,415.</b><br><b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e) <b>0.</b> <b>0.</b><br><b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶ <b>0.</b><br><b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) <b>3,636,977.</b> <b>4,277,237.</b><br><b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) <b>7,746,487.</b> <b>8,612,490.</b><br><b>19</b> Revenue less expenses. Subtract line 18 from line 12 <b>201,679.</b> <b>280,154.</b>   |                                  |                     |
| <b>Net Assets or Fund Balances</b> | <b>20</b> Total assets (Part X, line 16) <b>3,171,311.</b> <b>3,449,516.</b><br><b>21</b> Total liabilities (Part X, line 26) <b>911,010.</b> <b>873,366.</b><br><b>22</b> Net assets or fund balances. Subtract line 21 from line 20 <b>2,260,301.</b> <b>2,576,150.</b>   | <b>Beginning of Current Year</b> | <b>End of Year</b>  |

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

|                               |   |  |
|-------------------------------|---|--|
| <b>Sign Here</b>              | Signature of officer<br><b>JULIE HART, VICE PRESIDENT-FINANCE &amp; OPERA</b><br>Type or print name and title   | Date<br><br>   |
| <b>Paid Preparer Use Only</b> | Print/Type preparer's name<br><b>SEAN HOLCOMB</b><br>Firm's name ▶ <b>MAXWELL LOCKE &amp; RITTER LLP</b><br>Firm's address ▶ <b>401 CONGRESS AVENUE, SUITE 1100</b><br><b>AUSTIN, TX 78701-9682</b> | Preparer's signature<br>Date <b>06/12/13</b><br>Check <input type="checkbox"/> if self-employed<br>Firm's EIN ▶ <b>74-2900215</b><br>Phone no. <b>512-370-3200</b> |

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response to any question in this Part III ☒ **X****1** Briefly describe the organization's mission:

PROMOTING CONVENTIONS, TRAVEL AND TOURISM IN AND TO THE CITY OF  
AUSTIN, AND PROVIDING RELATED SERVICES TO CONVENTION ATTENDEES,  
TRAVELERS, AND TOURISTS.

**2** Did the organization undertake any significant program services during the year which were not listed onthe prior Form 990 or 990-EZ? ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.  
Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to  
others, the total expenses, and revenue, if any, for each program service reported.

**4a** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

CONVENTION SALES GENERATED 464,165 HOTEL ROOM NIGHTS AGAINST AN ANNUAL  
GOAL OF 435,000 HOTEL ROOM NIGHTS. 1,290 LEADS WERE GENERATED  
REPRESENTING 1.7 MILLION ROOM NIGHTS. SIGNIFICANT BOOKINGS IN  
2011/2012 INCLUDE: DELL COMPUTERS, DECEMBER OF 2012 AND 2013 BRINGING  
17,000 HOTEL ROOM NIGHTS WITH AN ESTIMATED ATTENDANCE OF 6,500 FOR EACH  
YEAR. AMERICAN BAR ASSOCIATION, FEBRUARY OF 2020 BRINGING 8,800 HOTEL  
ROOM NIGHTS WITH AN ESTIMATED 4,000 ATTENDEES. AMERICAN ASSOCIATION OF  
LABORATORY ANIMAL SCIENCE, OCTOBER 2017 BRINGING 11,075 HOTEL ROOMS  
WITH AN ESTIMATED 4,800 ATTENDEES. AMERICAN MEDICAL COLLEGE, NOVEMBER  
2018 BRINGING 9,735 HOTEL ROOMS WITH AN ESTIMATED 4,200 ATTENDEES.

CONVENTION SERVICES ASSISTED WITH 1,342 MEETING AND PROVIDED 4,575

**4b** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

MUSIC MARKETING PROVIDED BOOKING REFERRALS FOR AUSTIN MUSICIANS FOR 228  
EVENTS. THE MUSIC OFFICE HAD 702 MUSIC INQUIRIES, HOSTED/ATTENDED 8  
MEDIA EVENTS AND 101 MEDIA CONTACTS. THE MUSIC OFFICE'S KEY  
ACCOMPLISHMENTS INCLUDE: UNVEILING THE AUSTIN AIRSTREAM AT SXSW;  
PRODUCING THE FIRST EVER ACVB MUSIC VIDEO "AUSTIN LIVE: TICK TOCK";  
PRE-PRODUCTION FOR AUSTIN MUSIC VOLUME 12 (TO BE RELEASED IN FY 12/13);  
AND ATTENDED/HOSTED MEDIA AT AUSTIN CITY LIMITS FESTIVAL, FUN FUN FUN  
FEST, SXSW, AUSTIN URBAN MUSIC FESTIVAL, PACHANGA LATINO MUSIC  
FESTIVAL, PREMIOS TEJAS AWARD SHOW, AND TRANS-PECOS MUSIC GATHERING.  
IN ADDITION, THE MUSIC OFFICE HOSTED AUSTIN MUSIC SHOWCASES IN SAN  
DIEGO, CHICAGO, WASHINGTON, D.C., SAN ANTONIO, AND AUSTIN IN  
CONJUNCTION WITH THE BUREAU SALES AND MARKETING EFFORTS. THE MUSIC

**4c** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

TOURISM MARKETING PROGRAMS ISSUED 245 PARTNER LEADS. TOURISM MARKETING  
PARTNERED WITH C3 PRESENTS TO OFFER EXCLUSIVE ONLINE TICKETING PACKAGES  
FOR THE AUSTIN CITY LIMITS MUSIC FESTIVAL. TOURISM MARKETING  
PARTICIPATED IN TRAVEL TRADE MISSIONS TO CANADA, THE UK AND GERMANY IN  
ORDER TO MARKET AND PROMOTE THE AUSTIN TRAVEL TRADE PRODUCT.

**4d** Other program services (Describe in Schedule O.)

(Expenses \$ including grants of \$ ) (Revenue \$ )

**4e** Total program service expenses ▶

**Part IV Checklist of Required Schedules**

|   | Yes | No |
|---|-----|----|
| <b>1</b> Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?<br><i>If "Yes," complete Schedule A</i>  |     | X  |
| <b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?   |     | X  |
| <b>3</b> Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>  |     | X  |
| <b>4 Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>  | N/A |    |
| <b>5</b> Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>   |     | X  |
| <b>6</b> Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>  |     | X  |
| <b>7</b> Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>  |     | X  |
| <b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>   |     | X  |
| <b>9</b> Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>   |     | X  |
| <b>10</b> Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>   |     | X  |
| <b>11</b> If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.   |     |    |
| <b>a</b> Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>   | X   |    |
| <b>b</b> Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>   |     | X  |
| <b>c</b> Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>   |     | X  |
| <b>d</b> Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>  |     | X  |
| <b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>   | X   |    |
| <b>f</b> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>  |     | X  |
| <b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI, XII, and XIII</i>   |     | X  |
| <b>b</b> Was the organization included in consolidated, independent audited financial statements for the tax year?<br><i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional</i>   |     | X  |
| <b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>  |     | X  |
| <b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States?  |     | X  |
| <b>b</b> Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> |     | X  |
| <b>15</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i>  |     | X  |
| <b>16</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i>  |     | X  |
| <b>17</b> Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>   |     | X  |
| <b>18</b> Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>   |     | X  |
| <b>19</b> Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>   |     | X  |
| <b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>   |     | X  |
| <b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?   |     |    |

**Part IV Checklist of Required Schedules** (continued)

|  | Yes            | No |
|--|----------------|----|
| <b>21</b> Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> .....   | <b>21</b> X    |    |
| <b>22</b> Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> .....   | <b>22</b>      | X  |
| <b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> .....  | <b>23</b> X    |    |
| <b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25</i> .....                            | <b>24a</b>     | X  |
| <b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....   | <b>24b</b>     |    |
| <b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....  | <b>24c</b>     |    |
| <b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....   | <b>24d</b>     |    |
| <b>25a Section 501(c)(3) and 501(c)(4) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> .....  | <b>25a</b> N/A |    |
| <b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> .....  | <b>25b</b> N/A |    |
| <b>26</b> Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i> .....  | <b>26</b>      | X  |
| <b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> ..... | <b>27</b>      | X  |
| <b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):  |                |    |
| <b>a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....  | <b>28a</b>     | X  |
| <b>b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28b</b>     | X  |
| <b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28c</b>     | X  |
| <b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>29</b>      | X  |
| <b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>30</b>      | X  |
| <b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations?<br><i>If "Yes," complete Schedule N, Part I</i> .....   | <b>31</b>      | X  |
| <b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> .....  | <b>32</b>      | X  |
| <b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> .....  | <b>33</b>      | X  |
| <b>34</b> Was the organization related to any tax-exempt or taxable entity?<br><i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1</i> .....  | <b>34</b> X    |    |
| <b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? .....   | <b>35a</b>     | X  |
| <b>b</b> Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>35b</b>     | X  |
| <b>36 Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>36</b> N/A  |    |
| <b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> .....   | <b>37</b>      | X  |
| <b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?<br><b>Note.</b> All Form 990 filers are required to complete Schedule O .....  | <b>38</b> X    |    |

**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response to any question in this Part V ☐

|            |  | Yes | No  |
|------------|--|-----|-----|
| <b>1a</b>  | Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable   | 71  |     |
| <b>1b</b>  | Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable  | 0   |     |
| <b>c</b>   | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?   |     |     |
| <b>2a</b>  | Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return  | 62  |     |
| <b>b</b>   | If at least one is reported on line 2a, did the organization file all required federal employment tax returns?<br><b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)   | X   |     |
| <b>3a</b>  | Did the organization have unrelated business gross income of \$1,000 or more during the year?  |     | X   |
| <b>b</b>   | If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O   |     |     |
| <b>4a</b>  | At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?                                       |     | X   |
| <b>b</b>   | If "Yes," enter the name of the foreign country:<br>See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.   |     |     |
| <b>5a</b>  | Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?  |     | X   |
| <b>b</b>   | Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?   |     | X   |
| <b>c</b>   | If "Yes," to line 5a or 5b, did the organization file Form 8886-T?   |     |     |
| <b>6a</b>  | Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?  |     | X   |
| <b>b</b>   | If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?  |     |     |
| <b>7</b>   | <b>Organizations that may receive deductible contributions under section 170(c).</b> N/A   |     |     |
| <b>a</b>   | Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?  |     |     |
| <b>b</b>   | If "Yes," did the organization notify the donor of the value of the goods or services provided?  |     |     |
| <b>c</b>   | Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?   |     |     |
| <b>d</b>   | If "Yes," indicate the number of Forms 8282 filed during the year  |     |     |
| <b>e</b>   | Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?  |     |     |
| <b>f</b>   | Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?   |     |     |
| <b>g</b>   | If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?   |     | N/A |
| <b>h</b>   | If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?   |     | N/A |
| <b>8</b>   | <b>Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? N/A |     |     |
| <b>9</b>   | <b>Sponsoring organizations maintaining donor advised funds.</b>   |     |     |
| <b>a</b>   | Did the organization make any taxable distributions under section 4966? N/A  |     |     |
| <b>b</b>   | Did the organization make a distribution to a donor, donor advisor, or related person? N/A   |     |     |
| <b>10</b>  | <b>Section 501(c)(7) organizations.</b> Enter:   |     |     |
| <b>a</b>   | Initiation fees and capital contributions included on Part VIII, line 12 N/A   |     |     |
| <b>b</b>   | Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities  |     |     |
| <b>11</b>  | <b>Section 501(c)(12) organizations.</b> Enter:  |     |     |
| <b>a</b>   | Gross income from members or shareholders N/A  |     |     |
| <b>b</b>   | Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)   |     |     |
| <b>12a</b> | <b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?  |     |     |
| <b>b</b>   | If "Yes," enter the amount of tax-exempt interest received or accrued during the year N/A  |     |     |
| <b>13</b>  | <b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>  |     |     |
| <b>a</b>   | Is the organization licensed to issue qualified health plans in more than one state? N/A<br><b>Note.</b> See the instructions for additional information the organization must report on Schedule O.   |     |     |
| <b>b</b>   | Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans  |     |     |
| <b>c</b>   | Enter the amount of reserves on hand   |     |     |
| <b>14a</b> | Did the organization receive any payments for indoor tanning services during the tax year?   |     | X   |
| <b>b</b>   | If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O  |     |     |

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.Check if Schedule O contains a response to any question in this Part VI ☒**Section A. Governing Body and Management**

|  | 1a | 1b | Yes | No |
|--|----|----|-----|----|
| <b>1a</b> Enter the number of voting members of the governing body at the end of the tax year .....<br>If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O. | 30 |    |     |    |
| <b>b</b> Enter the number of voting members included in line 1a, above, who are independent .....  |    | 30 |     |    |
| <b>2</b> Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? .....   |    |    | 2   | X  |
| <b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? .....  |    |    | 3   | X  |
| <b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? .....  |    |    | 4   | X  |
| <b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets? .....  |    |    | 5   | X  |
| <b>6</b> Did the organization have members or stockholders? .....  |    |    | 6   | X  |
| <b>7a</b> Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? .....   |    |    | 7a  | X  |
| <b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? .....   |    |    | 7b  | X  |
| <b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:   |    |    |     |    |
| <b>a</b> The governing body? .....   |    |    | 8a  | X  |
| <b>b</b> Each committee with authority to act on behalf of the governing body? .....   |    |    | 8b  | X  |
| <b>9</b> Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O .....  |    |    | 9   | X  |

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

|   | Yes | No |
|---|-----|----|
| <b>10a</b> Did the organization have local chapters, branches, or affiliates? .....   | 10a | X  |
| <b>b</b> If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? .....   | 10b |    |
| <b>11a</b> Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? .....  | 11a | X  |
| <b>b</b> Describe in Schedule O the process, if any, used by the organization to review this Form 990. ....   |     |    |
| <b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13 .....  | 12a | X  |
| <b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? .....  | 12b | X  |
| <b>c</b> Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done .....   | 12c | X  |
| <b>13</b> Did the organization have a written whistleblower policy? .....   | 13  | X  |
| <b>14</b> Did the organization have a written document retention and destruction policy? .....  | 14  | X  |
| <b>15</b> Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?  |     |    |
| <b>a</b> The organization's CEO, Executive Director, or top management official .....   | 15a | X  |
| <b>b</b> Other officers or key employees of the organization .....  | 15b | X  |
| If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions). ....  |     |    |
| <b>16a</b> Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? .....  | 16a | X  |
| <b>b</b> If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? ..... | 16b |    |

**Section C. Disclosure**

**17** List the states with which a copy of this Form 990 is required to be filed ► **NONE**

**18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
☐ Own website ☐ Another's website ☒ Upon request

**19** Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

**20** State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ►  
**JULIE HART - (512) 583-7205**  
**301 CONGRESS AVENUE, SUITE 200, AUSTIN, TX 78701**

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Check if Schedule O contains a response to any question in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

| (A)<br>Name and Title               | (B)<br>Average hours per week (describe hours for related organizations in Schedule O) | (C)<br>Position<br>(do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|-------------------------------------|--|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|                                     |  | Individual trustee or director   | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (1) JOE ABLES<br>DIRECTOR           | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (2) ALBERT BLACK<br>DIRECTOR        | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (3) JACK BOONE<br>DIRECTOR          | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (4) CHARLES BREITHAUPT<br>DIRECTOR  | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (5) KRISTI CARTER<br>DIRECTOR       | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (6) GREG CHANON<br>CHAIR            | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (7) JERRY CONWAY<br>DIRECTOR        | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (8) STEVE DEWIRE<br>DIRECTOR        | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (9) KEVIN GRANDIN<br>DIRECTOR       | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (10) JILL GRIFFIN<br>TREASURER      | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (11) TED HIBLER<br>DIRECTOR         | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (12) PAULA HUI<br>DIRECTOR          | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (13) SHARON KILMARTIN<br>DIRECTOR   | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (14) ROBERT LANDER<br>CEO/PRESIDENT | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (15) GEORGE LUC<br>DIRECTOR         | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (16) DENNIS MCDANIEL<br>DIRECTOR    | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (17) GENE MCMENAMIN<br>SECRETARY    | 1.00   | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title  | (B)<br>Average hours per week (describe hours for related organizations in Schedule O) | (C)<br>Position (do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|--|---|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|  |  | Individual trustee or director  | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (18) ROGER MILLAR<br>DIRECTOR  | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (19) JEFF NEWBERG<br>DIRECTOR  | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (20) LESLIE PCHOLA<br>DIRECTOR                                       | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (21) FORREST PREECE<br>DIRECTOR                                      | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (22) JEFFREY RICHARD<br>DIRECTOR                                     | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (23) ANTHONY SNIPES<br>DIRECTOR                                      | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (24) FRANK SPILLMAN<br>DIRECTOR                                      | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (25) JOHN SPOMER<br>DIRECTOR   | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (26) TOM STACY<br>DIRECTOR   | 1.00   | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| <b>1b Sub-total</b> .....  |  |   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| <b>c Total from continuation sheets to Part VII, Section A</b> ..... |  |   |                       |         |              |                              |        | 700,650.   | 0.  | 80,028.   |
| <b>d Total (add lines 1b and 1c)</b> .....                           |  |   |                       |         |              |                              |        | 700,650.   | 0.  | 80,028.   |

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **4**

|   | Yes | No |
|---|-----|----|
| <b>3</b> Did the organization list any <b>former</b> officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual .....                                       |     | X  |
| <b>4</b> For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual ..... | X   |    |
| <b>5</b> Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person .....                       |     | X  |

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

| (A)<br>Name and business address                                      | (B)<br>Description of services | (C)<br>Compensation |
|---|--------------------------------|---------------------|
| NFUSION GROUP, LLC, 5000 PLAZA ON THE LAKE, STE 200, AUSTIN, TX 78746 | ADVERTISING                    | 213,525.            |
|   |                                |                     |
|   |                                |                     |
|   |                                |                     |
|   |                                |                     |

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **1**

SEE PART VII, SECTION A CONTINUATION SHEETS



**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title                          | (B)<br>Average<br>hours<br>per<br>week | (C)<br>Position<br>(check all that apply) |                       |         |              |                              |        | (D)<br>Reportable<br>compensation<br>from<br>the<br>organization<br>(W-2/1099-MISC) | (E)<br>Reportable<br>compensation<br>from related<br>organizations<br>(W-2/1099-MISC) | (F)<br>Estimated<br>amount of<br>other<br>compensation<br>from the<br>organization<br>and related<br>organizations |
|--|--|---|-----------------------|---------|--------------|------------------------------|--------|---|---|--|
|  |  | Individual trustee or director            | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |   |   |  |
| (27) LANCE STUMPF<br>DIRECTOR                  | 1.00                                   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (28) MARK TESTER<br>DIRECTOR                   | 1.00                                   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (29) JAMES WALSH<br>DIRECTOR                   | 1.00                                   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (30) GLENN WEST<br>IMMEDIATE PAST CHAIR        | 1.00                                   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (31) ROBERT LANDER<br>PRESIDENT/CEO            | 40.00                                  |   |                       | X       |              |                              |        | 346,316.  | 0.  | 27,874.  |
| (32) MARY KAY HACKLEY<br>SENIOR VICE PRESIDENT | 40.00                                  |   |                       | X       |              |                              |        | 106,380.  | 0.  | 14,135.  |
| (33) ROB HAMPTON<br>VICE PRESIDENT-SALES       | 40.00                                  |   |                       | X       |              |                              |        | 127,338.  | 0.  | 20,117.  |
| (34) JULIE HART<br>VICE PRESIDENT-FINANCE & O  | 40.00                                  |   |                       | X       |              |                              |        | 120,616.  | 0.  | 17,902.  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
|  |  |   |                       |         |              |                              |        |   |   |  |
| Total to Part VII, Section A, line 1c          |  |   |                       |         |              |                              |        | 700,650.  |   | 80,028.  |

**Part VIII Statement of Revenue**

|   |  |   |                           | (A)<br>Total revenue | (B)<br>Related or<br>exempt function<br>revenue | (C)<br>Unrelated<br>business<br>revenue | (D)<br>Revenue<br>excluded from<br>tax under<br>sections 512,<br>513, or 514 |
|---|--|---|---------------------------|----------------------|---|---|--|
| Contributions, Gifts, Grants<br>and Other Similar Amounts | <b>1 a</b>   | Federated campaigns .....   | <b>1a</b>                 |                      |   |   |  |
|   | <b>b</b>   | Membership dues .....   | <b>1b</b>                 |                      |   |   |  |
|   | <b>c</b>   | Fundraising events .....  | <b>1c</b>                 |                      |   |   |  |
|   | <b>d</b>   | Related organizations .....   | <b>1d</b>                 |                      |   |   |  |
|   | <b>e</b>   | Government grants (contributions) .....   | <b>1e</b>                 |                      |   |   |  |
|   | <b>f</b>   | All other contributions, gifts, grants, and<br>similar amounts not included above .....   | <b>1f</b>                 |                      |   |   |  |
|   | <b>g</b>   | Noncash contributions included in lines 1a-1f: \$ .....   |                           |                      |   |   |  |
|   | <b>h</b>   | <b>Total.</b> Add lines 1a-1f .....   |                           |                      |   |   |  |
| Program Service<br>Revenue                                | <b>2 a</b>   | GOV'T CONTRACTS-AUSTIN  | Business Code<br>900099   | 8036337.             | 8036337.  |   |  |
|   | <b>b</b>   | SPONSORSHIPS  | 900099                    | 370,219.             | 370,219.  |   |  |
|   | <b>c</b>   | HOUSING & REGISTRATION  | 900099                    | 215,170.             | 215,170.  |   |  |
|   | <b>d</b>   | BROCHURE RACK PLACEMEN  | 900099                    | 17,315.              | 17,315.   |   |  |
|   | <b>e</b>   |   |                           |                      |   |   |  |
|   | <b>f</b>   | All other program service revenue .....   |                           |                      |   |   |  |
|   | <b>g</b>   | <b>Total.</b> Add lines 2a-2f .....   |                           | 8639041.             |   |   |  |
| Other Revenue   | <b>3</b>   | Investment income (including dividends, interest, and<br>other similar amounts) .....   |                           | 1,802.               |   |   | 1,802.   |
|   | <b>4</b>   | Income from investment of tax-exempt bond proceeds .....  |                           |                      |   |   |  |
|   | <b>5</b>   | Royalties .....   |                           | 865.                 |   |   | 865.   |
|   | <b>6 a</b>   | Gross rents .....   | (i) Real (ii) Personal    |                      |   |   |  |
|   | <b>b</b>   | Less: rental expenses .....   |                           |                      |   |   |  |
|   | <b>c</b>   | Rental income or (loss) .....   |                           |                      |   |   |  |
|   | <b>d</b>   | Net rental income or (loss) .....   |                           |                      |   |   |  |
|   | <b>7 a</b>   | Gross amount from sales of<br>assets other than inventory .....   | (i) Securities (ii) Other |                      |   |   |  |
|   | <b>b</b>   | Less: cost or other basis<br>and sales expenses .....   |                           |                      |   |   |  |
|   | <b>c</b>   | Gain or (loss) .....  |                           |                      |   |   |  |
|   | <b>d</b>   | Net gain or (loss) .....  |                           |                      |   |   |  |
|   | <b>8 a</b>   | Gross income from fundraising events (not<br>including \$ _____ of<br>contributions reported on line 1c). See<br>Part IV, line 18 ..... | <b>a</b>                  |                      |   |   |  |
|   | <b>b</b>   | Less: direct expenses .....   | <b>b</b>                  |                      |   |   |  |
|   | <b>c</b>   | Net income or (loss) from fundraising events .....  |                           |                      |   |   |  |
|   | <b>9 a</b>   | Gross income from gaming activities. See<br>Part IV, line 19 .....  | <b>a</b>                  |                      |   |   |  |
|   | <b>b</b>   | Less: direct expenses .....   | <b>b</b>                  |                      |   |   |  |
|   | <b>c</b>   | Net income or (loss) from gaming activities .....   |                           |                      |   |   |  |
| <b>10 a</b>   | Gross sales of inventory, less returns<br>and allowances ..... | <b>a</b> 968434.  |                           |                      |   |   |  |
| <b>b</b>  | Less: cost of goods sold .....                                 | <b>b</b> 726062.  |                           |                      |   |   |  |
| <b>c</b>  | Net income or (loss) from sales of inventory .....             |   | 242,372.                  | 242,372.             |   |   |  |
| Miscellaneous Revenue                                     |  |   | Business Code             |                      |   |   |  |
| <b>11 a</b>   | OTHER REVENUE  | 900099  | 8,564.                    | 8,564.               |   |   |  |
| <b>b</b>  |  |   |                           |                      |   |   |  |
| <b>c</b>  |  |   |                           |                      |   |   |  |
| <b>d</b>  | All other revenue .....  |   |                           |                      |   |   |  |
| <b>e</b>  | <b>Total.</b> Add lines 11a-11d .....                          |   | 8,564.                    |                      |   |   |  |
| <b>12</b>   | <b>Total revenue.</b> See instructions. ....                   |   | 8892644.                  | 8889977.             | 0.  | 2,667.                                  |  |

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

Check if Schedule O contains a response to any question in this Part IX ☐

| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.  | (A)<br>Total expenses | (B)<br>Program service expenses | (C)<br>Management and general expenses | (D)<br>Fundraising expenses |
|---|-----------------------|---------------------------------|--|-----------------------------|
| 1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21   | 146,838.              |                                 |  |                             |
| 2 Grants and other assistance to individuals in the United States. See Part IV, line 22   |                       |                                 |  |                             |
| 3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16  |                       |                                 |  |                             |
| 4 Benefits paid to or for members   |                       |                                 |  |                             |
| 5 Compensation of current officers, directors, trustees, and key employees  | 780,678.              |                                 |  |                             |
| 6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)   |                       |                                 |  |                             |
| 7 Other salaries and wages  | 2,616,298.            |                                 |  |                             |
| 8 Pension plan accruals and contributions (include section 401(k) and section 403(b) employer contributions)  | 112,440.              |                                 |  |                             |
| 9 Other employee benefits   | 418,599.              |                                 |  |                             |
| 10 Payroll taxes  | 260,400.              |                                 |  |                             |
| 11 Fees for services (non-employees):   |                       |                                 |  |                             |
| a Management  |                       |                                 |  |                             |
| b Legal   | 3,376.                |                                 |  |                             |
| c Accounting  | 19,300.               |                                 |  |                             |
| d Lobbying  |                       |                                 |  |                             |
| e Professional fundraising services. See Part IV, line 17   |                       |                                 |  |                             |
| f Investment management fees  |                       |                                 |  |                             |
| g Other   | 170,633.              |                                 |  |                             |
| 12 Advertising and promotion  | 1,641,503.            |                                 |  |                             |
| 13 Office expenses  | 404,775.              |                                 |  |                             |
| 14 Information technology   |                       |                                 |  |                             |
| 15 Royalties  |                       |                                 |  |                             |
| 16 Occupancy  | 449,540.              |                                 |  |                             |
| 17 Travel   | 559,794.              |                                 |  |                             |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials   |                       |                                 |  |                             |
| 19 Conferences, conventions, and meetings   | 438,381.              |                                 |  |                             |
| 20 Interest   |                       |                                 |  |                             |
| 21 Payments to affiliates   | 318,128.              |                                 |  |                             |
| 22 Depreciation, depletion, and amortization  | 72,043.               |                                 |  |                             |
| 23 Insurance  | 42,718.               |                                 |  |                             |
| 24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.) |                       |                                 |  |                             |
| a <b>DUES AND SUBSCRIPTIONS</b>   | 75,012.               |                                 |  |                             |
| b <b>RESEARCH</b>   | 58,421.               |                                 |  |                             |
| c <b>MISCELLANEOUS</b>  | 23,613.               |                                 |  |                             |
| d   |                       |                                 |  |                             |
| e All other expenses  |                       |                                 |  |                             |
| 25 <b>Total functional expenses.</b> Add lines 1 through 24e  | 8,612,490.            |                                 |  |                             |
| 26 <b>Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.                              |                       |                                 |  |                             |

Check here ☐ if following SOP 98-2 (ASC 958-720)

**Part X Balance Sheet**

|   |   | (A)<br>Beginning of year |            | (B)<br>End of year |
|---|---|--------------------------|------------|--------------------|
| <b>Assets</b>   | 1 Cash - non-interest-bearing .....   | 1,043.                   | 1          | 1,043.             |
|   | 2 Savings and temporary cash investments .....  | 1,795,983.               | 2          | 1,466,140.         |
|   | 3 Pledges and grants receivable, net .....  |                          | 3          |                    |
|   | 4 Accounts receivable, net .....  | 777,625.                 | 4          | 888,071.           |
|   | 5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....   |                          | 5          |                    |
|   | 6 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) ..... |                          | 6          |                    |
|   | 7 Notes and loans receivable, net .....   |                          | 7          |                    |
|   | 8 Inventories for sale or use .....   | 118,871.                 | 8          | 150,982.           |
|   | 9 Prepaid expenses and deferred charges .....   | 123,391.                 | 9          | 500,420.           |
|   | 10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....   | 10a 743,141.             |            |                    |
|   | b Less: accumulated depreciation .....  | 10b 563,185.             |            |                    |
|   |   | 127,189.                 | 10c        | 179,956.           |
|   | 11 Investments - publicly traded securities .....   | 202,686.                 | 11         | 238,381.           |
|   | 12 Investments - other securities. See Part IV, line 11 .....   |                          | 12         |                    |
|   | 13 Investments - program-related. See Part IV, line 11 .....  |                          | 13         |                    |
|   | 14 Intangible assets .....  |                          | 14         |                    |
| 15 Other assets. See Part IV, line 11 .....                               | 24,523.   | 15                       | 24,523.    |                    |
| 16 <b>Total assets.</b> Add lines 1 through 15 (must equal line 34) ..... | 3,171,311.  | 16                       | 3,449,516. |                    |
| <b>Liabilities</b>  | 17 Accounts payable and accrued expenses .....  | 288,335.                 | 17         | 238,652.           |
|   | 18 Grants payable .....   | 357,431.                 | 18         | 340,929.           |
|   | 19 Deferred revenue .....   | 9,290.                   | 19         | 3,750.             |
|   | 20 Tax-exempt bond liabilities .....  |                          | 20         |                    |
|   | 21 Escrow or custodial account liability. Complete Part IV of Schedule D .....  |                          | 21         |                    |
|   | 22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....   |                          | 22         |                    |
|   | 23 Secured mortgages and notes payable to unrelated third parties .....   |                          | 23         |                    |
|   | 24 Unsecured notes and loans payable to unrelated third parties .....   |                          | 24         |                    |
|   | 25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....  | 255,954.                 | 25         | 290,035.           |
|   | 26 <b>Total liabilities.</b> Add lines 17 through 25 .....  | 911,010.                 | 26         | 873,366.           |
| <b>Net Assets or Fund Balances</b>  | <b>Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.</b>  |                          |            |                    |
|   | 27 Unrestricted net assets .....  | 2,255,926.               | 27         | 2,571,775.         |
|   | 28 Temporarily restricted net assets .....  | 4,375.                   | 28         | 4,375.             |
|   | 29 Permanently restricted net assets .....  |                          | 29         |                    |
|   | <b>Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.</b>   |                          |            |                    |
|   | 30 Capital stock or trust principal, or current funds .....   |                          | 30         |                    |
|   | 31 Paid-in or capital surplus, or land, building, or equipment fund .....   |                          | 31         |                    |
|   | 32 Retained earnings, endowment, accumulated income, or other funds .....   |                          | 32         |                    |
| 33 <b>Total net assets or fund balances</b> .....                         | 2,260,301.  | 33                       | 2,576,150. |                    |
| 34 <b>Total liabilities and net assets/fund balances</b> .....            | 3,171,311.  | 34                       | 3,449,516. |                    |

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response to any question in this Part XI ☐

|          |  |          |            |
|----------|--|----------|------------|
| <b>1</b> | Total revenue (must equal Part VIII, column (A), line 12)  | <b>1</b> | 8,892,644. |
| <b>2</b> | Total expenses (must equal Part IX, column (A), line 25)   | <b>2</b> | 8,612,490. |
| <b>3</b> | Revenue less expenses. Subtract line 2 from line 1   | <b>3</b> | 280,154.   |
| <b>4</b> | Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))                      | <b>4</b> | 2,260,301. |
| <b>5</b> | Other changes in net assets or fund balances (explain in Schedule O)   | <b>5</b> | 35,695.    |
| <b>6</b> | Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B)) | <b>6</b> | 2,576,150. |

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response to any question in this Part XII ☒

|  | Yes | No |
|--|-----|----|
| <b>1</b> Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____<br>If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.   |     |    |
| <b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant?  |     | X  |
| <b>b</b> Were the organization's financial statements audited by an independent accountant?  | X   |    |
| <b>c</b> If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?<br>If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O. | X   |    |
| <b>d</b> If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis                  |     |    |
| <b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?   |     | X  |
| <b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.   |     |    |

Form 990 (2011)

**SCHEDULE D**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

▶ **Complete if the organization answered "Yes," to Form 990,  
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**

▶ **Attach to Form 990. ▶ See separate instructions.**

OMB No. 1545-0047

**2011**

**Open to Public  
Inspection**

**Name of the organization**

AUSTIN CONVENTION AND VISITORS BUREAU

**Employer identification number**

75-2648097

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

|  | (a) Donor advised funds | (b) Funds and other accounts |
|--|-------------------------|------------------------------|
| 1 Total number at end of year .....  |                         |                              |
| 2 Aggregate contributions to (during year) .....   |                         |                              |
| 3 Aggregate grants from (during year) .....  |                         |                              |
| 4 Aggregate value at end of year .....   |                         |                              |
| 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? <input type="checkbox"/> Yes <input type="checkbox"/> No  |                         |                              |
| 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? <input type="checkbox"/> Yes <input type="checkbox"/> No |                         |                              |

**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

|  |  |
|--|--|
| <input type="checkbox"/> Preservation of land for public use (e.g., recreation or education) | <input type="checkbox"/> Preservation of an historically important land area |
| <input type="checkbox"/> Protection of natural habitat                                       | <input type="checkbox"/> Preservation of a certified historic structure      |
| <input type="checkbox"/> Preservation of open space  |  |

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

|  | Held at the End of the Tax Year |
|--|---------------------------------|
| a Total number of conservation easements .....   | 2a                              |
| b Total acreage restricted by conservation easements .....   | 2b                              |
| c Number of conservation easements on a certified historic structure included in (a) .....   | 2c                              |
| d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register ..... | 2d                              |

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ .....

4 Number of states where property subject to conservation easement is located ▶ .....

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ .....

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ .....

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1 ..... ▶ \$ .....

(ii) Assets included in Form 990, Part X ..... ▶ \$ .....

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1 ..... ▶ \$ .....

b Assets included in Form 990, Part X ..... ▶ \$ .....

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a ☐ Public exhibition  
 b ☐ Scholarly research  
 c ☐ Preservation for future generations  
 d ☐ Loan or exchange programs  
 e ☐ Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

|                                 | Amount |
|---------------------------------|--------|
| c Beginning balance             | 1c     |
| d Additions during the year     | 1d     |
| e Distributions during the year | 1e     |
| f Ending balance                | 1f     |

2a Did the organization include an amount on Form 990, Part X, line 21? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV.

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

|  | (a) Current year | (b) Prior year | (c) Two years back | (d) Three years back | (e) Four years back |
|--|------------------|----------------|--------------------|----------------------|---------------------|
| 1a Beginning of year balance                     |                  |                |                    |                      |                     |
| b Contributions                                  |                  |                |                    |                      |                     |
| c Net investment earnings, gains, and losses     |                  |                |                    |                      |                     |
| d Grants or scholarships                         |                  |                |                    |                      |                     |
| e Other expenditures for facilities and programs |                  |                |                    |                      |                     |
| f Administrative expenses                        |                  |                |                    |                      |                     |
| g End of year balance                            |                  |                |                    |                      |                     |

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment ☐ %  
 b Permanent endowment ☐ %  
 c Temporarily restricted endowment ☐ %

The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations  
 (ii) related organizations

|        | Yes | No |
|--------|-----|----|
| 3a(i)  |     |    |
| 3a(ii) |     |    |
| 3b     |     |    |

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIV the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.** See Form 990, Part X, line 10.

| Description of property  | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|---------------------------------|------------------------------|----------------|
| 1a Land  |                                      |                                 |                              |                |
| b Buildings  |                                      |                                 |                              |                |
| c Leasehold improvements   |                                      | 87,151.                         | 66,047.                      | 21,104.        |
| d Equipment  |                                      | 642,119.                        | 486,626.                     | 155,493.       |
| e Other  |                                      | 13,871.                         | 10,512.                      | 3,359.         |
| <b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) |                                      |                                 |                              | 179,956.       |

**Part VII Investments - Other Securities.** See Form 990, Part X, line 12.

| (a) Description of security or category<br>(including name of security) | (b) Book value | (c) Method of valuation:<br>Cost or end-of-year market value |
|---|----------------|--|
| (1) Financial derivatives .....   |                |  |
| (2) Closely-held equity interests .....                                 |                |  |
| (3) Other .....   |                |  |
| (A) .....   |                |  |
| (B) .....   |                |  |
| (C) .....   |                |  |
| (D) .....   |                |  |
| (E) .....   |                |  |
| (F) .....   |                |  |
| (G) .....   |                |  |
| (H) .....   |                |  |
| (I) .....   |                |  |
| <b>Total.</b> (Col (b) must equal Form 990, Part X, col (B) line 12.) ▶ |                |  |

**Part VIII Investments - Program Related.** See Form 990, Part X, line 13.

| (a) Description of investment type                                      | (b) Book value | (c) Method of valuation:<br>Cost or end-of-year market value |
|---|----------------|--|
| (1) .....   |                |  |
| (2) .....   |                |  |
| (3) .....   |                |  |
| (4) .....   |                |  |
| (5) .....   |                |  |
| (6) .....   |                |  |
| (7) .....   |                |  |
| (8) .....   |                |  |
| (9) .....   |                |  |
| (10) .....  |                |  |
| <b>Total.</b> (Col (b) must equal Form 990, Part X, col (B) line 13.) ▶ |                |  |

**Part IX Other Assets.** See Form 990, Part X, line 15.

| (a) Description  | (b) Book value |
|--|----------------|
| (1) .....  |                |
| (2) .....  |                |
| (3) .....  |                |
| (4) .....  |                |
| (5) .....  |                |
| (6) .....  |                |
| (7) .....  |                |
| (8) .....  |                |
| (9) .....  |                |
| (10) .....   |                |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 15.) ▶ |                |

**Part X Other Liabilities.** See Form 990, Part X, line 25.

| 1. (a) Description of liability  | (b) Book value |          |
|--|----------------|----------|
| (1) Federal income taxes   |                |          |
| (2) DEFERRED COMPENSATION OBLIGATION                                       | 228,697.       |          |
| (3) DEFERRED LEASE OBLIGATION  | 61,338.        |          |
| (4) .....  |                |          |
| (5) .....  |                |          |
| (6) .....  |                |          |
| (7) .....  |                |          |
| (8) .....  |                |          |
| (9) .....  |                |          |
| (10) .....   |                |          |
| (11) .....   |                |          |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 25.) ▶ |                | 290,035. |

FIN 48 (ASC 740) Footnote. In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740).



**Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements**

|    |  |    |            |
|----|--|----|------------|
| 1  | Total revenue (Form 990, Part VIII, column (A), line 12)                                 | 1  | 8,892,644. |
| 2  | Total expenses (Form 990, Part IX, column (A), line 25)                                  | 2  | 8,612,490. |
| 3  | Excess or (deficit) for the year. Subtract line 2 from line 1                            | 3  | 280,154.   |
| 4  | Net unrealized gains (losses) on investments   | 4  | 35,695.    |
| 5  | Donated services and use of facilities   | 5  |            |
| 6  | Investment expenses  | 6  |            |
| 7  | Prior period adjustments   | 7  |            |
| 8  | Other (Describe in Part XIV.)  | 8  | -36,477.   |
| 9  | Total adjustments (net). Add lines 4 through 8   | 9  | -782.      |
| 10 | Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9 | 10 | 279,372.   |

**Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

|   |   |    |            |
|---|---|----|------------|
| 1 | Total revenue, gains, and other support per audited financial statements        | 1  | 9,371,818. |
| 2 | Amounts included on line 1 but not on Form 990, Part VIII, line 12:             |    |            |
| a | Net unrealized gains on investments   | 2a | 35,695.    |
| b | Donated services and use of facilities  | 2b | 443,479.   |
| c | Recoveries of prior year grants   | 2c |            |
| d | Other (Describe in Part XIV.)   | 2d |            |
| e | Add lines 2a through 2d   | 2e | 479,174.   |
| 3 | Subtract line 2e from line 1  | 3  | 8,892,644. |
| 4 | Amounts included on Form 990, Part VIII, line 12, but not on line 1:            |    |            |
| a | Investment expenses not included on Form 990, Part VIII, line 7b                | 4a |            |
| b | Other (Describe in Part XIV.)   | 4b |            |
| c | Add lines 4a and 4b   | 4c | 0.         |
| 5 | Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.) | 5  | 8,892,644. |

**Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

|   |  |    |            |
|---|--|----|------------|
| 1 | Total expenses and losses per audited financial statements                       | 1  | 9,092,446. |
| 2 | Amounts included on line 1 but not on Form 990, Part IX, line 25:                |    |            |
| a | Donated services and use of facilities   | 2a | 443,479.   |
| b | Prior year adjustments   | 2b |            |
| c | Other losses   | 2c |            |
| d | Other (Describe in Part XIV.)  | 2d | 36,477.    |
| e | Add lines 2a through 2d  | 2e | 479,956.   |
| 3 | Subtract line 2e from line 1   | 3  | 8,612,490. |
| 4 | Amounts included on Form 990, Part IX, line 25, but not on line 1:               |    |            |
| a | Investment expenses not included on Form 990, Part VIII, line 7b                 | 4a |            |
| b | Other (Describe in Part XIV.)  | 4b |            |
| c | Add lines 4a and 4b  | 4c | 0.         |
| 5 | Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.) | 5  | 8,612,490. |

**Part XIV Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART XI, LINE 8 - OTHER ADJUSTMENTS:**

AUSTIN COMMISSION ON SPORTS NET INCOME/-LOSS

-36,477.

**PART XIII, LINE 2D - OTHER ADJUSTMENTS:**

AUSTIN COMMISSION ON SPORTS

36,477.

**SCHEDULE I  
(Form 990)**Department of the Treasury  
Internal Revenue Service**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States****Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.****▶ Attach to Form 990.**

OMB No. 1545-0047

**2011****Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU****Employer identification number****75-2648097****Part I General Information on Grants and Assistance**

- 1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☒ **Yes** ☐ **No**
- 2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Governments and Organizations in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000. Part II can be duplicated if additional space is needed ☐ **▶**

| <b>1 (a)</b> Name and address of organization or government  | <b>(b)</b> EIN | <b>(c)</b> IRC section if applicable | <b>(d)</b> Amount of cash grant | <b>(e)</b> Amount of non-cash assistance | <b>(f)</b> Method of valuation (book, FMV, appraisal, other) | <b>(g)</b> Description of non-cash assistance | <b>(h)</b> Purpose of grant or assistance |
|--|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| HERITAGE SOCIETY OF AUSTIN,<br>PIONEER FARMS - P. O. BOX 2113 -<br>AUSTIN, TX 78768                            | 74-6060685     | 501(C)(3)                            | 47,000.                         | 0.                                       |  |   | HERITAGE PRESERVATION                     |
| DAUGHTERS OF THE REPUBLIC OF<br>TEXAS, FRENCH LEGATION MUSEUM -<br>802 SAN MARCOS STREET - AUSTIN, TX<br>78702 | 74-1193444     | 501(C)(3)                            | 44,000.                         | 0.                                       |  |   | HERITAGE PRESERVATION                     |
| CITY OF AUSTIN, AUSTIN CONVENTION<br>CENTER DEPARTMENT - 200 SOUTH<br>LAMAR BOULEVARD - AUSTIN, TX 78704       | 74-6000085     | N/A                                  | 47,000.                         | 0.                                       |  |   | HERITAGE PRESERVATION                     |
| AUSTIN THEATRE ALLIANCE, PARAMOUNT<br>THEATRE - 713 CONGRESS AVENUE -<br>AUSTIN, TX 78701                      | 74-2975922     | 501(C)(3)                            | 25,340.                         | 0.                                       |  |   | HERITAGE PRESERVATION                     |
|  |                |                                      |                                 |  |  |   |   |
|  |                |                                      |                                 |  |  |   |   |

**2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table **▶ 4.**

**3** Enter total number of other organizations listed in the line 1 table **▶**

**LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.****Schedule I (Form 990) (2011)**

**Part III**

**Grants and Other Assistance to Individuals in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22.  
Part III can be duplicated if additional space is needed.

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of non-cash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of non-cash assistance |
|---------------------------------|--------------------------|--------------------------|-----------------------------------|---|--|
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |

**Part IV**

**Supplemental Information.** Complete this part to provide the information required in Part I, line 2, and any other additional information.

SCHEDULE I, PART I, LINE 2: THE AUSTIN CITY COUNCIL APPROVES THE TOTAL ACVB BUDGET/MARKETING PLAN, WHICH INCLUDES THE HERITAGE GRANTS, BUT DOES NOT ALLOCATE A SPECIFIC AMOUNT FOR HERITAGE GRANTS. THE GRANT APPLICATIONS ARE THEN REVIEWED BY ACVB AND THOSE THAT ARE APPROVED BY ACVB ARE THEN FORWARDED TO THE HISTORIC LANDMARK COMMISSION. THE COMMISSION DETERMINES HOW MUCH EACH APPROVED GRANT APPLICANT WILL RECEIVE. ACVB IS IN CHARGE OF DETERMINING THE TOTAL AMOUNT OF THE HERITAGE GRANTS TO BE GIVEN EACH YEAR AND HAS DECISION AUTHORITY ON WHICH PROJECTS ARE ELIGIBLE FOR THE GRANTS. ACVB PAYS WHEN THE GRANTEE SUBMITS EXPENSES FOR REIMBURSEMENT AND A

**Part IV** Supplemental Information

PHYSICAL INSPECTION IS DONE ON THE PROPERTY TO ENSURE THAT THE REPAIR WORK  
MET WITH THE GRANT SPECIFICATIONS.

**SCHEDULE J  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest  
Compensated Employees

▶ **Complete if the organization answered "Yes" to Form 990,  
Part IV, line 23.**

▶ **Attach to Form 990.** ▶ **See separate instructions.**

OMB No. 1545-0047

**2011**

**Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

Employer identification number

**75-2648097**

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- |  |   |
|--|---|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use          |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence          |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)          |

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain .....

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a? .....

**3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director. Explain in Part III.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee          | <input checked="" type="checkbox"/> Written employment contract                     |
| <input type="checkbox"/> Independent compensation consultant        | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

**a** Receive a severance payment or change-of-control payment? .....

**b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? .....

**c** Participate in, or receive payment from, an equity-based compensation arrangement? .....

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.**

**5** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

**a** The organization? .....

**b** Any related organization? .....

If "Yes" to line 5a or 5b, describe in Part III.

**6** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

**a** The organization? .....

**b** Any related organization? .....

If "Yes" to line 6a or 6b, describe in Part III.

**7** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III .....

**8** Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III .....

**9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? .....

Yes No

**1b** X

**2** X

**4a** X

**4b** X

**4c** X

**5a**

**5b**

**6a**

**6b**

**7**

**8**

**9**

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2011

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

| (A) Name        |      | (B) Breakdown of W-2 and/or 1099-MISC compensation |                                     |                                     | (C)<br>Retirement and other deferred compensation | (D)<br>Nontaxable benefits | (E)<br>Total of columns (B)(i)-(D) | (F)<br>Compensation reported as deferred in prior Form 990 |
|-----------------|------|--|-------------------------------------|-------------------------------------|---|----------------------------|------------------------------------|--|
|                 |      | (i) Base compensation                              | (ii) Bonus & incentive compensation | (iii) Other reportable compensation |   |                            |                                    |  |
| 1 ROBERT LANDER | (i)  | 346,316.   | 0.                                  | 0.                                  | 20,820.   | 7,054.                     | 374,190.                           | 0.   |
|                 | (ii) | 0.   | 0.                                  | 0.                                  | 0.  | 0.                         | 0.                                 | 0.   |
| 2               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 3               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 4               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 5               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 6               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 7               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 8               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 9               | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 10              | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 11              | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 12              | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 13              | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 14              | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 15              | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |
| 16              | (i)  |  |                                     |                                     |   |                            |                                    |  |
|                 | (ii) |  |                                     |                                     |   |                            |                                    |  |

Part III

Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 1A: THE ORGANIZATION PROVIDES HEALTH CLUB DUES FOR THE  
CEO/PRESIDENT AS PART OF HIS EMPLOYMENT CONTRACT.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.  
▶ Attach to Form 990 or 990-EZ.

OMB No. 1545-0047

**2011**

Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

STAFF HOURS OF REGISTRATION ASSISTANCE FOR MEETINGS AND CONVENTIONS.

ADDITIONALLY, CONVENTION SERVICES CONDUCTED 82 CONVENTION SITE

VISITS/PLANNING MEETINGS. HOUSING HANDLED 17,101 GROUP RESERVATIONS.

CONVENTION SERVICES ALSO RESEARCHED AND CONTRACTED WITH A NEW CUSTOMER

SATISFACTION SURVEY TOOL AND PARTICIPATED IN A TASK FORCE FOR THE

COMMUNITY-WIDE WAYFINDING. IN THE COMMUNITY, THIS TEAM PROVIDED

INDUSTRY PRESENTATIONS TO CIRCUIT OF THE AMERICAS AND THE ACC MEETING

PLANNING CLASS. THIS GROUP ALSO WORKED TO PROMOTE A NEW AUSTIN DEALS

PROGRAM TO CONVENTION GROUPS AND ADVERTISED THE PROGRAM WITH CUSTOM

WELCOME SIGNAGE AT THE AIRPORT.

FOR FY 2011/12, WE HAD 1,334,874 UNIQUE VISITORS TO OUR WEBSITE,

AUSTINTEXAS.ORG - A 30% INCREASE OVER FY 2010/11. VISITOR GUIDE

REQUESTS TOTALED 50,691. AND PUBLICITY GENERATED BY THE MARKETING

COMMUNICATIONS DEPARTMENT FOR FY 2011/12 TOTALED \$30,648,762 - AND

INCLUDED COVERAGE IN SUCH NATIONAL AND INTERNATIONAL MEDIA OUTLETS AS

ABC NEWS, BBC, FOX BUSINESS NEWS, MSNBC, NEW YORK TIMES, USA TODAY, GQ,

AND HUFFINGTONPOST.COM.

AS A RESULT OF RESEARCH COMPLETED IN FY 2010/11, MARKETING

COMMUNICATIONS ALSO SUCCESSFULLY LAUNCHED A NEW CAMPAIGN IN FY 2011/12,

"WHAT YOU HEAR IS TRUE." THE CAMPAIGN WAS SUPPORTED BY A ROBUST MEDIA

BUY - AND AFTER THE FIRST MONTH OF LAUNCHING, OUR WEBSITE SAW A 62%

INCREASE IN UNIQUE VISITORS COMPARED TO THE SAME TIME PERIOD IN THE

PREVIOUS YEAR. THE DEPARTMENT ALSO CREATED INNOVATIVE NEW VIDEOS AND



|                          |                                       |                                |            |
|--------------------------|---------------------------------------|--------------------------------|------------|
| Name of the organization | AUSTIN CONVENTION AND VISITORS BUREAU | Employer identification number | 75-2648097 |
|--------------------------|---------------------------------------|--------------------------------|------------|

TOOLS TO PROMOTE AUSTIN AS A PREMIERE DESTINATION FOR LEISURE AND MEETINGS TRAVEL, INCLUDING A ONE-OF-A-KIND, COLLABORATIVE MUSIC VIDEO, "AUSTIN LIVE: TICK TOCK" (WHICH HAS RECEIVED OVER 30,000 VIEWS ON YOUTUBE TO DATE) AND A REFURBISHED 30-FOOT AIRSTREAM TRAILER THAT HAS BEEN SHOWCASED DURING SXSW, US TRAVEL ASSOCIATION'S "VOTE TRAVEL BUS" TOUR, AND MORE - GARNERING 11,064,232 MEDIA IMPRESSIONS TO DATE.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

INDUSTRY MANAGER WAS A MEMBER OF THE FOLLOWING COMMITTEES: HAAM (HEALTH ALLIANCE FOR AUSTIN MUSICIANS) CORPORATE BATTLE OF THE BANDS, SIMS FOUNDATION HISPANIC OUTREACH, SIMS FOUNDATION ANNUAL GALA, AUSTIN SUNSHINE FEST, AND TEXAS FILM HALL OF FAME AWARDS.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

THE AUSTIN FILM COMMISSION FACILITATED 4,593 PRODUCTION LEADS AND GENERATED 55 LOCATION PACKAGES FOR POTENTIAL PROJECTS. PRODUCTION STARTS WERE AT 28 FOR THE YEAR, LEADING TO 611 PRODUCTION DAYS.

FORM 990, PART VI, SECTION B, LINE 11: THE FORM 990 IS REVIEWED BY EITHER THE EXECUTIVE COMMITTEE OR THE BOARD OF DIRECTORS AND THE VP OF FINANCE AND OPERATIONS AND PRESIDENT/CEO PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C: THE ORGANIZATION REVIEWS THE REQUIRED ANNUAL DISCLOSURES AS PROVIDED BY OFFICERS, DIRECTORS AND KEY EMPLOYEES TO ENSURE COMPLIANCE WITH THE CONFLICT OF INTEREST POLICY.

FORM 990, PART VI, SECTION B, LINE 15: A SURVEY OF SALARY INFORMATION IS PROVIDED BY THE DESTINATION MARKETING ASSOCIATION INTERNATIONAL AND IS USED

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

IN DETERMINING COMPENSATION IN CONJUNCTION WITH REVIEWS BASED ON OBJECTIVE CRITERIA.

FORM 990, PART VI, SECTION C, LINE 19: THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST.

FORM 990, PART XII, LINE 2C: THE ORGANIZATION'S OVERSIGHT PROCESS AND ITS PROCESS FOR SELECTION OF AN INDEPENDENT ACCOUNTANT DID NOT CHANGE DURING THE TAX YEAR.

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.  
▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

2011  
Open to Public  
Inspection

|                          |                                       |                                |            |
|--------------------------|---------------------------------------|--------------------------------|------------|
| Name of the organization | AUSTIN CONVENTION AND VISITORS BUREAU | Employer identification number | 75-2648097 |
|--------------------------|---------------------------------------|--------------------------------|------------|

Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.)

| (a)<br>Name, address, and EIN<br>of disregarded entity | (b)<br>Primary activity | (c)<br>Legal domicile (state or<br>foreign country) | (d)<br>Total income | (e)<br>End-of-year assets | (f)<br>Direct controlling<br>entity |
|--|-------------------------|---|---------------------|---------------------------|-------------------------------------|
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

| (a)<br>Name, address, and EIN<br>of related organization                            | (b)<br>Primary activity  | (c)<br>Legal domicile (state or<br>foreign country) | (d)<br>Exempt Code<br>section | (e)<br>Public charity<br>status (if section<br>501(c)(3)) | (f)<br>Direct controlling<br>entity | (g)<br>Section 512(b)(13)<br>controlled<br>entity? |    |
|---|--|---|-------------------------------|---|-------------------------------------|--|----|
|   |  |   |                               |   |                                     | Yes  | No |
| AUSTIN COMMISSION ON SPORTS - 20-5632288<br>301 CONGRESS AVENUE<br>AUSTIN, TX 78701 | RECRUIT, RETAIN AND GROW<br>PROFESSIONAL, COLLEGIATE<br>AND AMATEUR SPORTING EVENT | TEXAS   | 501(C)(6)                     |   |                                     |  | X  |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |

**Part III Identification of Related Organizations Taxable as a Partnership** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

[illegible]

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

[illegible]

**Part V Transactions With Related Organizations** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35, 35a, or 36.)**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.**1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

|   | Yes       | No       |
|---|-----------|----------|
| <b>a</b> Receipt of <b>(i)</b> interest <b>(ii)</b> annuities <b>(iii)</b> royalties or <b>(iv)</b> rent from a controlled entity ..... | <b>1a</b> | <b>X</b> |
| <b>b</b> Gift, grant, or capital contribution to related organization(s) .....  | <b>1b</b> | <b>X</b> |
| <b>c</b> Gift, grant, or capital contribution from related organization(s) .....  | <b>1c</b> | <b>X</b> |
| <b>d</b> Loans or loan guarantees to or for related organization(s) .....   | <b>1d</b> | <b>X</b> |
| <b>e</b> Loans or loan guarantees by related organization(s) .....  | <b>1e</b> | <b>X</b> |
| <b>f</b> Sale of assets to related organization(s) .....  | <b>1f</b> | <b>X</b> |
| <b>g</b> Purchase of assets from related organization(s) .....  | <b>1g</b> | <b>X</b> |
| <b>h</b> Exchange of assets with related organization(s) .....  | <b>1h</b> | <b>X</b> |
| <b>i</b> Lease of facilities, equipment, or other assets to related organization(s) .....   | <b>1i</b> | <b>X</b> |
| <b>j</b> Lease of facilities, equipment, or other assets from related organization(s) .....   | <b>1j</b> | <b>X</b> |
| <b>k</b> Performance of services or membership or fundraising solicitations for related organization(s) .....                           | <b>1k</b> | <b>X</b> |
| <b>l</b> Performance of services or membership or fundraising solicitations by related organization(s) .....                            | <b>1l</b> | <b>X</b> |
| <b>m</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....                            | <b>1m</b> | <b>X</b> |
| <b>n</b> Sharing of paid employees with related organization(s) .....   | <b>1n</b> | <b>X</b> |
| <b>o</b> Reimbursement paid to related organization(s) for expenses .....   | <b>1o</b> | <b>X</b> |
| <b>p</b> Reimbursement paid by related organization(s) for expenses .....   | <b>1p</b> | <b>X</b> |
| <b>q</b> Other transfer of cash or property to related organization(s) .....  | <b>1q</b> | <b>X</b> |
| <b>r</b> Other transfer of cash or property from related organization(s) .....  | <b>1r</b> | <b>X</b> |

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

| (a)<br>Name of other organization | (b)<br>Transaction<br>type (a-r) | (c)<br>Amount involved | (d)<br>Method of determining<br>amount involved |
|-----------------------------------|----------------------------------|------------------------|---|
| (1)                               |                                  |                        |   |
| (2)                               |                                  |                        |   |
| (3)                               |                                  |                        |   |
| (4)                               |                                  |                        |   |
| (5)                               |                                  |                        |   |
| (6)                               |                                  |                        |   |

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

## Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions).

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# TAX RETURN FILING INSTRUCTIONS

**\*\* FORM 990 PUBLIC DISCLOSURE COPY \*\***

**FOR THE YEAR ENDING**

September 30, 2013

|   |   |
|---|---|
| <b>Prepared for</b>   | Ms. Julie Hart<br>Austin Convention & Visitor's Bureau<br>301 Congress Avenue No. 200<br>Austin, TX 78701 |
| <b>Prepared by</b>  | Maxwell Locke & Ritter LLP<br>401 Congress Avenue, Suite 1100<br>Austin, TX 78701-9682                    |
| <b>Amount due<br/>or refund</b>                             | Not applicable  |
| <b>Make check<br/>payable to</b>                            | Not applicable  |
| <b>Mail tax return<br/>and check (if<br/>applicable) to</b> | Not applicable  |
| <b>Return must be<br/>mailed on<br/>or before</b>           | Not applicable  |
| <b>Special<br/>Instructions</b>                             |   |



Form **990**

Department of the Treasury  
Internal Revenue Service

# Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No. 1545-0047

**2012**

**Open to Public Inspection**

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

**A** For the **2012** calendar year, or tax year beginning **OCT 1, 2012** and ending **SEP 30, 2013**

|   |  |  |
|---|--|--|
| <b>B</b> Check if applicable:<br><br><input type="checkbox"/> Address change<br><input type="checkbox"/> Name change<br><input type="checkbox"/> Initial return<br><input type="checkbox"/> Terminated<br><input type="checkbox"/> Amended return<br><input type="checkbox"/> Application pending | <b>C</b> Name of organization<br><div style="border: 1px solid black; padding: 2px;">AUSTIN CONVENTION AND VISITORS BUREAU</div> Doing Business As<br><div style="border: 1px solid black; padding: 2px;">Number and street (or P.O. box if mail is not delivered to street address) Room/suite</div> <div style="border: 1px solid black; padding: 2px;">301 CONGRESS AVENUE 200</div> City, town, or post office, state, and ZIP code<br><div style="border: 1px solid black; padding: 2px;">AUSTIN, TX 78701</div> <b>F</b> Name and address of principal officer: ROBERT LANDER<br><div style="border: 1px solid black; padding: 2px;">SAME AS C ABOVE</div> | <b>D</b> Employer identification number<br><div style="border: 1px solid black; padding: 2px;">75-2648097</div> <b>E</b> Telephone number<br><div style="border: 1px solid black; padding: 2px;">512-474-5171</div> <b>G</b> Gross receipts \$ <div style="border: 1px solid black; padding: 2px;">11,325,798.</div> <b>H(a)</b> Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br><b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No<br>If "No," attach a list. (see instructions)<br><b>H(c)</b> Group exemption number ▶ |
| <b>I</b> Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) ( 6 ) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527  |  |  |
| <b>J</b> Website: ▶ WWW.AUSTINTEXAS.ORG   |  |  |
| <b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶   |  |  |
| <b>L</b> Year of formation: 1998 <b>M</b> State of legal domicile: TX   |  |  |

| Part I Summary   |  |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|--|--|--|----|---------------------------|--------------|--|------------|---|------------|---|------------|--|----------|--|------------|--|----------|---|----|---|------------|--|----|---|--|--|------------|---|------------|--|----------|--|
| Activities & Governance  | <b>1</b> Briefly describe the organization's mission or most significant activities: <b>MARKETING AUSTIN NATIONALLY AND INTERNATIONALLY AS A PREMIER BUSINESS AND LEISURE DESTINATION.</b> |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|  | <b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|  | <b>3</b> Number of voting members of the governing body (Part VI, line 1a) .....   | <b>3</b>   | 29 |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|  | <b>4</b> Number of independent voting members of the governing body (Part VI, line 1b) .....   | <b>4</b>   | 29 |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|  | <b>5</b> Total number of individuals employed in calendar year 2012 (Part V, line 2a) .....  | <b>5</b>   | 63 |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|  | <b>6</b> Total number of volunteers (estimate if necessary) .....  | <b>6</b>   | 10 |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|  | <b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12 .....   | <b>7a</b>  | 0. |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
|  | <b>b</b> Net unrelated business taxable income from Form 990-T, line 34 .....  | <b>7b</b>  | 0. |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| Revenue  |  | <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th align="center" style="width:30%;">Prior Year</th> <th align="center" style="width:30%;">Current Year</th> </tr> <tr> <td><b>8</b> Contributions and grants (Part VIII, line 1h) .....</td> <td align="right">0.</td> </tr> <tr> <td><b>9</b> Program service revenue (Part VIII, line 2g) .....</td> <td align="right">8,639,041.</td> </tr> <tr> <td><b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d) .....</td> <td align="right">1,802.</td> </tr> <tr> <td><b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) .....</td> <td align="right">251,801.</td> </tr> <tr> <td><b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) .....</td> <td align="right">8,892,644.</td> </tr> <tr> <td><b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3) .....</td> <td align="right">146,838.</td> </tr> <tr> <td><b>14</b> Benefits paid to or for members (Part IX, column (A), line 4) .....</td> <td align="right">0.</td> </tr> <tr> <td><b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) .....</td> <td align="right">4,188,415.</td> </tr> <tr> <td><b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e) .....</td> <td align="right">0.</td> </tr> <tr> <td><b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶ 0.</td> <td></td> </tr> <tr> <td><b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) .....</td> <td align="right">4,277,237.</td> </tr> <tr> <td><b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) .....</td> <td align="right">8,612,490.</td> </tr> <tr> <td><b>19</b> Revenue less expenses. Subtract line 18 from line 12 .....</td> <td align="right">280,154.</td> </tr> </table> |    | Prior Year                | Current Year | <b>8</b> Contributions and grants (Part VIII, line 1h) ..... | 0.         | <b>9</b> Program service revenue (Part VIII, line 2g) ..... | 8,639,041. | <b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d) ..... | 1,802.     | <b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) ..... | 251,801. | <b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) ..... | 8,892,644. | <b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3) ..... | 146,838. | <b>14</b> Benefits paid to or for members (Part IX, column (A), line 4) ..... | 0. | <b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) ..... | 4,188,415. | <b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e) ..... | 0. | <b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶ 0. |  | <b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) ..... | 4,277,237. | <b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) ..... | 8,612,490. | <b>19</b> Revenue less expenses. Subtract line 18 from line 12 ..... | 280,154. |  |
| Prior Year   | Current Year   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>8</b> Contributions and grants (Part VIII, line 1h) .....                                       | 0.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>9</b> Program service revenue (Part VIII, line 2g) .....  | 8,639,041.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d) .....                      | 1,802.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) .....           | 251,801.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) ..... | 8,892,644.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3) .....                   | 146,838.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>14</b> Benefits paid to or for members (Part IX, column (A), line 4) .....                      | 0.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) .....  | 4,188,415.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e) .....                     | 0.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶ 0.                            |  |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) .....                       | 4,277,237.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) .....          | 8,612,490.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>19</b> Revenue less expenses. Subtract line 18 from line 12 .....                               | 280,154.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| Expenses   |  | <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th align="center" style="width:30%;">Beginning of Current Year</th> <th align="center" style="width:30%;">End of Year</th> </tr> <tr> <td><b>20</b> Total assets (Part X, line 16) .....</td> <td align="right">3,449,516.</td> </tr> <tr> <td><b>21</b> Total liabilities (Part X, line 26) .....</td> <td align="right">873,366.</td> </tr> <tr> <td><b>22</b> Net assets or fund balances. Subtract line 21 from line 20 .....</td> <td align="right">2,576,150.</td> </tr> </table>  |    | Beginning of Current Year | End of Year  | <b>20</b> Total assets (Part X, line 16) .....               | 3,449,516. | <b>21</b> Total liabilities (Part X, line 26) .....         | 873,366.   | <b>22</b> Net assets or fund balances. Subtract line 21 from line 20 .....    | 2,576,150. |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| Beginning of Current Year  | End of Year  |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>20</b> Total assets (Part X, line 16) .....   | 3,449,516.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>21</b> Total liabilities (Part X, line 26) .....  | 873,366.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |
| <b>22</b> Net assets or fund balances. Subtract line 21 from line 20 .....                         | 2,576,150.   |  |    |                           |              |  |            |   |            |   |            |  |          |  |            |  |          |   |    |   |            |  |    |   |  |  |            |   |            |  |          |  |

| Part II Signature Block   |   |  |                  |  |                         |
|---|---|--|------------------|--|-------------------------|
| Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge. |   |  |                  |  |                         |
| Sign Here   | Signature of officer<br><div style="border: 1px solid black; padding: 2px;">JULIE HART, VICE PRESIDENT-FINANCE &amp; OPERA</div> Type or print name and title | Date   |                  |  |                         |
| Paid Preparer Use Only  | Print/Type preparer's name<br>SEAN HOLCOMB  | Preparer's signature<br><div style="border: 1px solid black; padding: 2px;">07/27/14</div> | Date<br>07/27/14 | Check <input type="checkbox"/> if self-employed<br>PTIN<br>P01249221 | Firm's EIN ▶ 74-2900215 |
|   | Firm's name ▶ MAXWELL LOCKE & RITTER LLP  | Firm's address ▶ 401 CONGRESS AVENUE, SUITE 1100<br>AUSTIN, TX 78701-9682                  |                  |  |                         |
|   | Phone no. 512-370-3200  |  |                  |  |                         |

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response to any question in this Part III ☐ Yes ☒ No**1** Briefly describe the organization's mission:

PROMOTING CONVENTIONS, TRAVEL AND TOURISM IN AND TO THE CITY OF  
AUSTIN, AND PROVIDING RELATED SERVICES TO CONVENTION ATTENDEES,  
TRAVELERS, AND TOURISTS.

**2** Did the organization undertake any significant program services during the year which were not listed onthe prior Form 990 or 990-EZ? ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.  
Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and  
revenue, if any, for each program service reported.

**4a** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

CONVENTION SALES GENERATED 511,850 HOTEL ROOM NIGHTS AGAINST AN ANNUAL  
GOAL OF 465,000 HOTEL ROOM NIGHTS. 1708 LEADS WERE GENERATED  
REPRESENTING 2.2 MILLION ROOM NIGHTS. SIGNIFICANT BOOKINGS IN  
2012/2013 INCLUDE: MICROSOFT, MARCH OF 2014 BRINGING 9,502 HOTEL ROOM  
NIGHTS WITH AN ESTIMATED ATTENDANCE OF 2000; SEVENTH DAY ADVENTIST  
CHURCH, JUNE/JULY OF 2015 BRINGING 10,300 HOTEL ROOM NIGHTS WITH AN  
ESTIMATED 4,000 ATTENDEES; KELLER WILLIAMS REALTY, AUGUST OF 2015  
BRINGING 5,655 HOTEL ROOM NIGHTS WITH AN ESTIMATED ATTENDANCE OF 5,000;  
DEERE & COMPANY, DECEMBER OF 2016 BRINGING 15,290 HOTEL ROOM NIGHTS  
WITH AN ESTIMATED ATTENDANCE OF 6,000; NATIONAL COUNCIL FOR THE SOCIAL  
STUDIES, NOVEMBER OF 2019 BRINGING 6,400 HOTEL ROOM NIGHTS WITH AN  
ESTIMATED ATTENDANCE OF 4,000; SOCIETY OF NUCLEAR MEDICINE AND

**4b** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

MUSIC MARKETING PROVIDED BOOKING REFERRALS FOR AUSTIN MUSICIANS FOR 230  
EVENTS. THE MUSIC OFFICE HAD 726 MUSIC INQUIRIES, HOSTED/ATTENDED 9  
MEDIA EVENTS AND 110 MEDIA CONTACTS. THE MUSIC OFFICES' KEY  
ACCOMPLISHMENTS INCLUDE: RELEASED THE FIRST EVER ACVB MUSIC IN FILM  
COMPILATION "REEL TUNES", RELEASE OF AUSTIN MUSIC VOLUME 12, AND  
ATTENDED/HOSTED MEDIA AT AUSTIN CITY LIMITS FESTIVAL, FUN FUN FUN FEST,  
SXSW, PACHANGA LATINO MUSIC FESTIVAL, PREMIOS TEJAS AWARD SHOW, TEXAS  
ROUNDUP, AND LOLLAPALOOZA. IN ADDITION, THE MUSIC OFFICE HOSTED AUSTIN  
MUSIC SHOWCASES IN NEW YORK, ORLANDO, WASHINGTON D.C., CHICAGO,  
ATLANTA, DENVER, INDIANAPOLIS, MINNEAPOLIS AND AUSTIN IN CONJUNCTION  
WITH THE BUREAU SALES AND MARKETING EFFORTS. THE MUSIC OFFICE ALSO  
PARTNERED WITH ACL LIVE IN THEIR LIVE MUSIC SERIES, "THE WINE DOWN" AND

**4c** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

THE TOURISM MARKETING DEPARTMENT PARTICIPATED IN TRAVEL TRADESHOWS,  
SALES MISSIONS, HOSTED EDUCATIONAL FAMILIARIZATION TRIPS AND SITE  
VISITS TARGETING LEADING DOMESTIC AND INTERNATIONAL TRAVEL TRADE  
CLIENTS FROM THE USA, CANADA, MEXICO, EUROPE AND ASIA. PRIMARY FOCUS  
WAS PLACED ON KEY MARKETS SUCH AS CANADA, MEXICO, THE UK AND GERMANY,  
PLUS USA, TO ENHANCE AWARENESS OF THE MANY THINGS TRAVELERS CAN SEE AND  
DO WHEN VISITING AUSTIN. FOR 2013, THE TOURISM MARKETING DEPARTMENT  
ISSUED 207 PARTNER LEADS AND WAS SUCCESSFUL IN PLACING NEW AUSTIN  
PRODUCT IN AT LEAST 18 SIGNIFICANT TOUR COMPANIES. THE TOURISM  
MARKETING DEPARTMENT ORCHESTRATED ONLINE PACKAGES OFFERED ON THE  
AUSTINTEXAS.ORG WEBSITE TO INCLUDE HOTEL ACCOMMODATIONS, ATTRACTIONS,  
AND PACKAGES. IN 2013, THERE WERE 645 ONLINE BOOKINGS.

**4d** Other program services (Describe in Schedule O.)

(Expenses \$ including grants of \$ ) (Revenue \$ )

**4e** Total program service expenses

**Part IV Checklist of Required Schedules**

|   | Yes | No |
|---|-----|----|
| <b>1</b> Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?<br><i>If "Yes," complete Schedule A</i>  |     | X  |
| <b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?   |     | X  |
| <b>3</b> Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>  |     | X  |
| <b>4</b> <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>   | N/A |    |
| <b>5</b> Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>   |     | X  |
| <b>6</b> Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>  |     | X  |
| <b>7</b> Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>  |     | X  |
| <b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>   |     | X  |
| <b>9</b> Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>            |     | X  |
| <b>10</b> Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>   |     | X  |
| <b>11</b> If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.   |     |    |
| <b>a</b> Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>   | X   |    |
| <b>b</b> Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>   |     | X  |
| <b>c</b> Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>   |     | X  |
| <b>d</b> Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>  |     | X  |
| <b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>   | X   |    |
| <b>f</b> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>  |     | X  |
| <b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>  |     | X  |
| <b>b</b> Was the organization included in consolidated, independent audited financial statements for the tax year?<br><i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>  |     | X  |
| <b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>  |     | X  |
| <b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States?  |     | X  |
| <b>b</b> Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> |     | X  |
| <b>15</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i>  |     | X  |
| <b>16</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i>  |     | X  |
| <b>17</b> Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>   |     | X  |
| <b>18</b> Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>   |     | X  |
| <b>19</b> Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>   |     | X  |
| <b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>   |     | X  |
| <b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?   |     |    |

**Part IV Checklist of Required Schedules** (continued)

|  | Yes            | No |
|--|----------------|----|
| <b>21</b> Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> .....   | <b>21</b> X    |    |
| <b>22</b> Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> .....   | <b>22</b>      | X  |
| <b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> .....  | <b>23</b> X    |    |
| <b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25</i> .....                            | <b>24a</b>     | X  |
| <b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....   | <b>24b</b>     |    |
| <b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....  | <b>24c</b>     |    |
| <b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....   | <b>24d</b>     |    |
| <b>25a Section 501(c)(3) and 501(c)(4) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> .....  | <b>25a</b> N/A |    |
| <b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> .....  | <b>25b</b> N/A |    |
| <b>26</b> Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i> .....   | <b>26</b>      | X  |
| <b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> ..... | <b>27</b>      | X  |
| <b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):  |                |    |
| <b>a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....  | <b>28a</b>     | X  |
| <b>b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28b</b>     | X  |
| <b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28c</b>     | X  |
| <b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>29</b>      | X  |
| <b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>30</b>      | X  |
| <b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations?<br><i>If "Yes," complete Schedule N, Part I</i> .....   | <b>31</b>      | X  |
| <b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> .....  | <b>32</b>      | X  |
| <b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> .....  | <b>33</b>      | X  |
| <b>34</b> Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i> .....  | <b>34</b> X    |    |
| <b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? .....   | <b>35a</b>     | X  |
| <b>b</b> If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>35b</b>     |    |
| <b>36 Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>36</b> N/A  |    |
| <b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> .....   | <b>37</b>      | X  |
| <b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?<br><b>Note.</b> All Form 990 filers are required to complete Schedule O .....   | <b>38</b> X    |    |

**Part V** Statements Regarding Other IRS Filings and Tax ComplianceCheck if Schedule O contains a response to any question in this Part V ☐

|            |  | Yes | No |
|------------|--|-----|----|
| <b>1a</b>  | Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable   | 67  |    |
| <b>1b</b>  | Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable  | 0   |    |
| <b>c</b>   | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?   | X   |    |
| <b>2a</b>  | Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return  | 63  |    |
| <b>b</b>   | If at least one is reported on line 2a, did the organization file all required federal employment tax returns?<br><b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)   | X   |    |
| <b>3a</b>  | Did the organization have unrelated business gross income of \$1,000 or more during the year?  |     | X  |
| <b>b</b>   | If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O   |     |    |
| <b>4a</b>  | At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?                                       |     | X  |
| <b>b</b>   | If "Yes," enter the name of the foreign country:<br>See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.   |     |    |
| <b>5a</b>  | Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?  |     | X  |
| <b>b</b>   | Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?   |     | X  |
| <b>c</b>   | If "Yes," to line 5a or 5b, did the organization file Form 8886-T?   |     |    |
| <b>6a</b>  | Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?  |     | X  |
| <b>b</b>   | If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?  |     |    |
| <b>7</b>   | <b>Organizations that may receive deductible contributions under section 170(c).</b> N/A   |     |    |
| <b>a</b>   | Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?  |     |    |
| <b>b</b>   | If "Yes," did the organization notify the donor of the value of the goods or services provided?  |     |    |
| <b>c</b>   | Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?   |     |    |
| <b>d</b>   | If "Yes," indicate the number of Forms 8282 filed during the year  |     |    |
| <b>e</b>   | Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?  |     |    |
| <b>f</b>   | Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?   |     |    |
| <b>g</b>   | If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?   | N/A |    |
| <b>h</b>   | If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?   | N/A |    |
| <b>8</b>   | <b>Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? N/A |     |    |
| <b>9</b>   | <b>Sponsoring organizations maintaining donor advised funds.</b>   |     |    |
| <b>a</b>   | Did the organization make any taxable distributions under section 4966? N/A  |     |    |
| <b>b</b>   | Did the organization make a distribution to a donor, donor advisor, or related person? N/A   |     |    |
| <b>10</b>  | <b>Section 501(c)(7) organizations.</b> Enter:   |     |    |
| <b>a</b>   | Initiation fees and capital contributions included on Part VIII, line 12 N/A   |     |    |
| <b>b</b>   | Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities  |     |    |
| <b>11</b>  | <b>Section 501(c)(12) organizations.</b> Enter:  |     |    |
| <b>a</b>   | Gross income from members or shareholders N/A  |     |    |
| <b>b</b>   | Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)   |     |    |
| <b>12a</b> | <b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?  |     |    |
| <b>b</b>   | If "Yes," enter the amount of tax-exempt interest received or accrued during the year N/A  |     |    |
| <b>13</b>  | <b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>  |     |    |
| <b>a</b>   | Is the organization licensed to issue qualified health plans in more than one state? N/A<br><b>Note.</b> See the instructions for additional information the organization must report on Schedule O.   |     |    |
| <b>b</b>   | Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans  |     |    |
| <b>c</b>   | Enter the amount of reserves on hand   |     |    |
| <b>14a</b> | Did the organization receive any payments for indoor tanning services during the tax year?   |     | X  |
| <b>b</b>   | If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O  |     |    |

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.Check if Schedule O contains a response to any question in this Part VI ☒**Section A. Governing Body and Management**

|   | 1a | 1b | Yes | No |
|---|----|----|-----|----|
| <b>1a</b> Enter the number of voting members of the governing body at the end of the tax year   | 29 |    |     |    |
| If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.             |    |    |     |    |
| <b>b</b> Enter the number of voting members included in line 1a, above, who are independent   |    | 29 |     |    |
| <b>2</b> Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?  |    |    | 2   | X  |
| <b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? |    |    | 3   | X  |
| <b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?   |    |    | 4   | X  |
| <b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets?   |    |    | 5   | X  |
| <b>6</b> Did the organization have members or stockholders?   |    |    | 6   | X  |
| <b>7a</b> Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?  |    |    | 7a  | X  |
| <b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?  |    |    | 7b  | X  |
| <b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:  |    |    |     |    |
| <b>a</b> The governing body?  |    |    | 8a  | X  |
| <b>b</b> Each committee with authority to act on behalf of the governing body?  |    |    | 8b  | X  |
| <b>9</b> Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O         |    |    | 9   | X  |

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

|   | Yes | No |
|---|-----|----|
| <b>10a</b> Did the organization have local chapters, branches, or affiliates?   | 10a | X  |
| <b>b</b> If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?   | 10b |    |
| <b>11a</b> Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?  | 11a | X  |
| <b>b</b> Describe in Schedule O the process, if any, used by the organization to review this Form 990.  |     |    |
| <b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13  | 12a | X  |
| <b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?  | 12b | X  |
| <b>c</b> Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done   | 12c | X  |
| <b>13</b> Did the organization have a written whistleblower policy?   | 13  | X  |
| <b>14</b> Did the organization have a written document retention and destruction policy?  | 14  | X  |
| <b>15</b> Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?  |     |    |
| <b>a</b> The organization's CEO, Executive Director, or top management official   | 15a | X  |
| <b>b</b> Other officers or key employees of the organization  | 15b | X  |
| If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).   |     |    |
| <b>16a</b> Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?  | 16a | X  |
| <b>b</b> If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? | 16b |    |

**Section C. Disclosure**

**17** List the states with which a copy of this Form 990 is required to be filed **NONE**

**18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

**19** Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

**20** State the name, physical address, and telephone number of the person who possesses the books and records of the organization: **JULIE HART - (512) 583-7205**  
**301 CONGRESS AVENUE, SUITE 200, AUSTIN, TX 78701**

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Check if Schedule O contains a response to any question in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

| (A)<br>Name and Title                       | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position<br>(do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|---|---|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|   |   | Individual trustee or director   | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (1) JILL GRIFFIN<br>BOARD CHAIR & TREASURER | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (2) GREG CHANON<br>IMMEDIATE PAST CHAIR     | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (3) ALBERT BLACK<br>VICE CHAIR              | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (4) GENE MCMENAMIN<br>SECRETARY             | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (5) LANCE STUMPF<br>AT LARGE                | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (6) MARK TESTER<br>AT LARGE                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (7) GLENN WEST<br>AT LARGE                  | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (8) JOE ABLES<br>DIRECTOR                   | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (9) SCOTT BLALOCK<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (10) JACK BOONE<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (11) CHARLES BREITHAUPT<br>DIRECTOR         | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (12) DAVID BULL<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (13) KRISTI CARTER<br>DIRECTOR              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (14) JERRY CONWAY<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (15) STEVE DEWIRE<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (16) TED HIBLER<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (17) PAULA HUI<br>DIRECTOR                  | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title  | (B)<br>Average hours per week<br>(list any hours for related organizations below line) | (C)<br>Position<br>(do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization<br>(W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations<br>(W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|--|--|-----------------------|---------|--------------|------------------------------|--------|---|--|---|
|  |  | Individual trustee or director   | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |   |  |   |
| (18) GEORGE LUC<br>DIRECTOR  | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (19) ARCHIE MCAFEE<br>DIRECTOR                                       | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (20) DENNIS MCDANIEL<br>DIRECTOR                                     | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (21) TEDDY MCDANIEL<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (22) ROGER MILLAR<br>DIRECTOR  | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (23) JEFF NEWBERG<br>DIRECTOR  | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (24) FORREST PREECE<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (25) ANTHONY SNIPES<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (26) FRANK SPILLMAN<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| <b>1b Sub-total</b> .....  |  |  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| <b>c Total from continuation sheets to Part VII, Section A</b> ..... |  |  |                       |         |              |                              |        | 872,702.  | 0.   | 116,245.  |
| <b>d Total (add lines 1b and 1c)</b> .....                           |  |  |                       |         |              |                              |        | 872,702.  | 0.   | 116,245.  |

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **5**

|   | Yes | No |
|---|-----|----|
| <b>3</b> Did the organization list any <b>former</b> officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual .....                                       |     | X  |
| <b>4</b> For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual ..... | X   |    |
| <b>5</b> Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person .....                       |     | X  |

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

| (A)<br>Name and business address | (B)<br>Description of services | (C)<br>Compensation |
|----------------------------------|--------------------------------|---------------------|
| NONE                             |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

SEE PART VII, SECTION A CONTINUATION SHEETS



**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title                                       | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position (check all that apply) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|---|---|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|   |   | Individual trustee or director         | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (27) TOM STACY<br>DIRECTOR                                  | 1.00  | X                                      |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (28) JAMES WALSH<br>DIRECTOR                                | 1.00  | X                                      |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (29) ROBERT WATSON<br>DIRECTOR                              | 1.00  | X                                      |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (30) ROBERT LANDER<br>PRESIDENT & CEO                       | 40.00   |  |                       | X       |              |                              |        | 302,200.   | 0.  | 28,959.   |
| (31) MARY KAY HACKLEY<br>VICE PRESIDENT-STRATEGIC ALLIANCES | 40.00   |  |                       | X       |              |                              |        | 108,446.   | 0.  | 14,098.   |
| (32) ROBERT HAMPTON<br>VICE PRESIDENT-SALES                 | 40.00   |  |                       | X       |              |                              |        | 144,967.   | 0.  | 24,062.   |
| (33) JULIE HART<br>VICE PRESIDENT-FINANCE & OPERATIONS      | 40.00   |  |                       | X       |              |                              |        | 137,568.   | 0.  | 22,451.   |
| (34) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALES        | 40.00   |  |                       | X       |              |                              |        | 179,521.   | 0.  | 26,675.   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
|   |   |  |                       |         |              |                              |        |  |   |   |
| Total to Part VII, Section A, line 1c                       |   |  |                       |         |              |                              |        | 872,702.   |   | 116,245.  |

**Part VIII Statement of Revenue**Check if Schedule O contains a response to any question in this Part VIII ☐

|  |  |                           | (A)<br>Total revenue | (B)<br>Related or<br>exempt function<br>revenue | (C)<br>Unrelated<br>business<br>revenue | (D)<br>Revenue excluded<br>from tax under<br>sections 512,<br>513, or 514 |
|--|--|---------------------------|----------------------|---|---|---|
| <b>Contributions, Gifts, Grants<br/>and Other Similar Amounts</b>          | <b>1 a</b> Federated campaigns .....   | <b>1a</b>                 |                      |   |   |   |
|  | <b>b</b> Membership dues .....   | <b>1b</b>                 |                      |   |   |   |
|  | <b>c</b> Fundraising events .....  | <b>1c</b>                 |                      |   |   |   |
|  | <b>d</b> Related organizations .....   | <b>1d</b>                 |                      |   |   |   |
|  | <b>e</b> Government grants (contributions) .....   | <b>1e</b>                 |                      |   |   |   |
|  | <b>f</b> All other contributions, gifts, grants, and<br>similar amounts not included above .....   | <b>1f</b>                 |                      |   |   |   |
|  | <b>g</b> Noncash contributions included in lines 1a-1f: \$ .....   |                           |                      |   |   |   |
|  | <b>h Total.</b> Add lines 1a-1f .....  |                           |                      |   |   |   |
| <b>Program Service<br/>Revenue</b>   |  | Business Code             |                      |   |   |   |
|  | <b>2 a</b> GOV'T CONTRACTS-AUSTIN .....  | 900099                    | 9,586,280.           | 9,586,280.                                      |   |   |
|  | <b>b</b> SPONSORSHIPS .....  | 900099                    | 482,831.             | 482,831.  |   |   |
|  | <b>c</b> HOUSING & REGISTRATION SERVICES .....   | 900099                    | 242,229.             | 242,229.  |   |   |
|  | <b>d</b> BROCHURE RACK PLACEMENT .....   | 900099                    | 14,129.              | 14,129.   |   |   |
|  | <b>e</b> .....   |                           |                      |   |   |   |
|  | <b>f</b> All other program service revenue .....   |                           |                      |   |   |   |
| <b>g Total.</b> Add lines 2a-2f .....                                      |  | 10,325,469.               |                      |   |   |   |
| <b>Other Revenue</b>   | <b>3</b> Investment income (including dividends, interest, and<br>other similar amounts) .....   |                           | 1,354.               |   |   | 1,354.  |
|  | <b>4</b> Income from investment of tax-exempt bond proceeds .....  |                           |                      |   |   |   |
|  | <b>5</b> Royalties .....   |                           | 660.                 |   |   | 660.  |
|  |  | (i) Real (ii) Personal    |                      |   |   |   |
|  | <b>6 a</b> Gross rents .....   |                           |                      |   |   |   |
|  | <b>b</b> Less: rental expenses .....   |                           |                      |   |   |   |
|  | <b>c</b> Rental income or (loss) .....   |                           |                      |   |   |   |
|  | <b>d</b> Net rental income or (loss) .....   |                           |                      |   |   |   |
|  | <b>7 a</b> Gross amount from sales of<br>assets other than inventory .....   | (i) Securities (ii) Other |                      |   |   |   |
|  |  |                           | 5,500.               |   |   |   |
|  | <b>b</b> Less: cost or other basis<br>and sales expenses .....   |                           | 0.                   |   |   |   |
|  | <b>c</b> Gain or (loss) .....  |                           | 5,500.               |   |   |   |
|  | <b>d</b> Net gain or (loss) .....  |                           | 5,500.               | 5,500.  |   |   |
|  | <b>8 a</b> Gross income from fundraising events (not<br>including \$ _____ of<br>contributions reported on line 1c). See<br>Part IV, line 18 ..... | <b>a</b>                  |                      |   |   |   |
|  | <b>b</b> Less: direct expenses .....   | <b>b</b>                  |                      |   |   |   |
|  | <b>c</b> Net income or (loss) from fundraising events .....  |                           |                      |   |   |   |
|  | <b>9 a</b> Gross income from gaming activities. See<br>Part IV, line 19 .....  | <b>a</b>                  |                      |   |   |   |
| <b>b</b> Less: direct expenses .....                                       | <b>b</b>   |                           |                      |   |   |   |
| <b>c</b> Net income or (loss) from gaming activities .....                 |  |                           |                      |   |   |   |
| <b>10 a</b> Gross sales of inventory, less returns<br>and allowances ..... | <b>a</b>   | 989,413.                  |                      |   |   |   |
| <b>b</b> Less: cost of goods sold .....                                    | <b>b</b>   | 756,349.                  |                      |   |   |   |
| <b>c</b> Net income or (loss) from sales of inventory .....                |  | 233,064.                  | 233,064.             |   |   |   |
| <b>Miscellaneous Revenue</b>   |  | Business Code             |                      |   |   |   |
| <b>11 a</b> OTHER REVENUE .....  | 900099   | 3,402.                    | 3,402.               |   |   |   |
| <b>b</b> .....   |  |                           |                      |   |   |   |
| <b>c</b> .....   |  |                           |                      |   |   |   |
| <b>d</b> All other revenue .....   |  |                           |                      |   |   |   |
| <b>e Total.</b> Add lines 11a-11d .....                                    |  | 3,402.                    |                      |   |   |   |
| <b>12 Total revenue.</b> See instructions. ....                            |  | 10,569,449.               | 10,567,435.          | 0.  | 2,014.                                  |   |

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response to any question in this Part IX ☐

| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.  | (A)<br>Total expenses | (B)<br>Program service expenses | (C)<br>Management and general expenses | (D)<br>Fundraising expenses |
|---|-----------------------|---------------------------------|--|-----------------------------|
| 1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21   | 113,660.              |                                 |  |                             |
| 2 Grants and other assistance to individuals in the United States. See Part IV, line 22   |                       |                                 |  |                             |
| 3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16  |                       |                                 |  |                             |
| 4 Benefits paid to or for members   |                       |                                 |  |                             |
| 5 Compensation of current officers, directors, trustees, and key employees  | 988,948.              |                                 |  |                             |
| 6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)   |                       |                                 |  |                             |
| 7 Other salaries and wages  | 2,802,826.            |                                 |  |                             |
| 8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)  | 134,639.              |                                 |  |                             |
| 9 Other employee benefits   | 504,749.              |                                 |  |                             |
| 10 Payroll taxes  | 283,857.              |                                 |  |                             |
| 11 Fees for services (non-employees):   |                       |                                 |  |                             |
| a Management  |                       |                                 |  |                             |
| b Legal   | 20,957.               |                                 |  |                             |
| c Accounting  | 19,900.               |                                 |  |                             |
| d Lobbying  |                       |                                 |  |                             |
| e Professional fundraising services. See Part IV, line 17   |                       |                                 |  |                             |
| f Investment management fees  |                       |                                 |  |                             |
| g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)   | 173,421.              |                                 |  |                             |
| 12 Advertising and promotion  | 2,342,958.            |                                 |  |                             |
| 13 Office expenses  | 423,611.              |                                 |  |                             |
| 14 Information technology   |                       |                                 |  |                             |
| 15 Royalties  |                       |                                 |  |                             |
| 16 Occupancy  | 507,775.              |                                 |  |                             |
| 17 Travel   | 465,455.              |                                 |  |                             |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials   |                       |                                 |  |                             |
| 19 Conferences, conventions, and meetings   | 598,864.              |                                 |  |                             |
| 20 Interest   | 444.                  |                                 |  |                             |
| 21 Payments to affiliates   | 397,424.              |                                 |  |                             |
| 22 Depreciation, depletion, and amortization  | 83,673.               |                                 |  |                             |
| 23 Insurance  | 48,500.               |                                 |  |                             |
| 24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.) |                       |                                 |  |                             |
| a <b>DUES AND SUBSCRIPTIONS</b>   | 100,732.              |                                 |  |                             |
| b <b>RESEARCH</b>   | 83,100.               |                                 |  |                             |
| c <b>MISCELLANEOUS</b>  | 16,111.               |                                 |  |                             |
| d   |                       |                                 |  |                             |
| e All other expenses  |                       |                                 |  |                             |
| 25 <b>Total functional expenses.</b> Add lines 1 through 24e  | 10,111,604.           |                                 |  |                             |
| 26 <b>Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.                              |                       |                                 |  |                             |

Check here ☐ if following SOP 98-2 (ASC 958-720)

**Part X Balance Sheet**Check if Schedule O contains a response to any question in this Part X ☐

|  |  | (A)<br>Beginning of year |            | (B)<br>End of year |
|--|--|--------------------------|------------|--------------------|
| <b>Assets</b>  | <b>1</b> Cash - non-interest-bearing .....   | 1,043.                   | <b>1</b>   | 1,291.             |
|  | <b>2</b> Savings and temporary cash investments .....  | 1,466,140.               | <b>2</b>   | 1,873,180.         |
|  | <b>3</b> Pledges and grants receivable, net .....  |                          | <b>3</b>   |                    |
|  | <b>4</b> Accounts receivable, net .....  | 888,071.                 | <b>4</b>   | 1,192,502.         |
|  | <b>5</b> Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....   |                          | <b>5</b>   |                    |
|  | <b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L ..... |                          | <b>6</b>   |                    |
|  | <b>7</b> Notes and loans receivable, net .....   |                          | <b>7</b>   |                    |
|  | <b>8</b> Inventories for sale or use .....   | 150,982.                 | <b>8</b>   | 194,181.           |
|  | <b>9</b> Prepaid expenses and deferred charges .....   | 500,420.                 | <b>9</b>   | 282,785.           |
|  | <b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....   | <b>10a</b> 735,799.      |            |                    |
|  | <b>b</b> Less: accumulated depreciation .....  | <b>10b</b> 591,873.      |            |                    |
|  |  | 179,956.                 | <b>10c</b> | 143,926.           |
|  | <b>11</b> Investments - publicly traded securities .....   | 238,381.                 | <b>11</b>  | 276,347.           |
|  | <b>12</b> Investments - other securities. See Part IV, line 11 .....   |                          | <b>12</b>  |                    |
|  | <b>13</b> Investments - program-related. See Part IV, line 11 .....  |                          | <b>13</b>  |                    |
|  | <b>14</b> Intangible assets .....  |                          | <b>14</b>  |                    |
| <b>15</b> Other assets. See Part IV, line 11 .....                               | 24,523.  | <b>15</b>                | 21,958.    |                    |
| <b>16</b> <b>Total assets.</b> Add lines 1 through 15 (must equal line 34) ..... | 3,449,516.   | <b>16</b>                | 3,986,170. |                    |
| <b>Liabilities</b>   | <b>17</b> Accounts payable and accrued expenses .....  | 238,652.                 | <b>17</b>  | 239,365.           |
|  | <b>18</b> Grants payable .....   | 340,929.                 | <b>18</b>  | 352,149.           |
|  | <b>19</b> Deferred revenue .....   | 3,750.                   | <b>19</b>  | 11,750.            |
|  | <b>20</b> Tax-exempt bond liabilities .....  |                          | <b>20</b>  |                    |
|  | <b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D .....  |                          | <b>21</b>  |                    |
|  | <b>22</b> Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....   |                          | <b>22</b>  |                    |
|  | <b>23</b> Secured mortgages and notes payable to unrelated third parties .....   | 0.                       | <b>23</b>  | 5,829.             |
|  | <b>24</b> Unsecured notes and loans payable to unrelated third parties .....   |                          | <b>24</b>  |                    |
|  | <b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....  | 290,035.                 | <b>25</b>  | 305,116.           |
|  | <b>26</b> <b>Total liabilities.</b> Add lines 17 through 25 .....  | 873,366.                 | <b>26</b>  | 914,209.           |
| <b>Net Assets or Fund Balances</b>   | <b>Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.</b>   |                          |            |                    |
|  | <b>27</b> Unrestricted net assets .....  | 2,571,775.               | <b>27</b>  | 3,067,586.         |
|  | <b>28</b> Temporarily restricted net assets .....  | 4,375.                   | <b>28</b>  | 4,375.             |
|  | <b>29</b> Permanently restricted net assets .....  |                          | <b>29</b>  |                    |
|  | <b>Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.</b>  |                          |            |                    |
|  | <b>30</b> Capital stock or trust principal, or current funds .....   |                          | <b>30</b>  |                    |
|  | <b>31</b> Paid-in or capital surplus, or land, building, or equipment fund .....   |                          | <b>31</b>  |                    |
|  | <b>32</b> Retained earnings, endowment, accumulated income, or other funds .....   |                          | <b>32</b>  |                    |
| <b>33</b> <b>Total net assets or fund balances</b> .....                         | 2,576,150.   | <b>33</b>                | 3,071,961. |                    |
| <b>34</b> <b>Total liabilities and net assets/fund balances</b> .....            | 3,449,516.   | <b>34</b>                | 3,986,170. |                    |

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response to any question in this Part XI ☐

|           |  |           |             |
|-----------|--|-----------|-------------|
| <b>1</b>  | Total revenue (must equal Part VIII, column (A), line 12)  | <b>1</b>  | 10,569,449. |
| <b>2</b>  | Total expenses (must equal Part IX, column (A), line 25)   | <b>2</b>  | 10,111,604. |
| <b>3</b>  | Revenue less expenses. Subtract line 2 from line 1   | <b>3</b>  | 457,845.    |
| <b>4</b>  | Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))                      | <b>4</b>  | 2,576,150.  |
| <b>5</b>  | Net unrealized gains (losses) on investments   | <b>5</b>  | 37,966.     |
| <b>6</b>  | Donated services and use of facilities   | <b>6</b>  |             |
| <b>7</b>  | Investment expenses  | <b>7</b>  |             |
| <b>8</b>  | Prior period adjustments   | <b>8</b>  |             |
| <b>9</b>  | Other changes in net assets or fund balances (explain in Schedule O)   | <b>9</b>  | 0.          |
| <b>10</b> | Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B)) | <b>10</b> | 3,071,961.  |

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response to any question in this Part XII ☒

|   | Yes | No |
|---|-----|----|
| <b>1</b> Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____<br>If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.  |     |    |
| <b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant?<br>If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis |     | X  |
| <b>b</b> Were the organization's financial statements audited by an independent accountant?<br>If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis                 | X   |    |
| <b>c</b> If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?<br>If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.  | X   |    |
| <b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?  |     | X  |
| <b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits   |     |    |

Form 990 (2012)

**SCHEDULE D**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

▶ **Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**  
▶ **Attach to Form 990. ▶ See separate instructions.**

OMB No. 1545-0047

**2012**

**Open to Public  
Inspection**

**Name of the organization**

**AUSTIN CONVENTION AND VISITORS BUREAU**

**Employer identification number**

**75-2648097**

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

|  | (a) Donor advised funds | (b) Funds and other accounts |
|--|-------------------------|------------------------------|
| 1 Total number at end of year .....  |                         |                              |
| 2 Aggregate contributions to (during year) .....   |                         |                              |
| 3 Aggregate grants from (during year) .....  |                         |                              |
| 4 Aggregate value at end of year .....   |                         |                              |
| 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ..... <input type="checkbox"/> Yes <input type="checkbox"/> No  |                         |                              |
| 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ..... <input type="checkbox"/> Yes <input type="checkbox"/> No |                         |                              |

**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

|  |  |
|--|--|
| <input type="checkbox"/> Preservation of land for public use (e.g., recreation or education) | <input type="checkbox"/> Preservation of an historically important land area |
| <input type="checkbox"/> Protection of natural habitat                                       | <input type="checkbox"/> Preservation of a certified historic structure      |
| <input type="checkbox"/> Preservation of open space  |  |

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

|  | Held at the End of the Tax Year |
|--|---------------------------------|
| a Total number of conservation easements .....   | 2a                              |
| b Total acreage restricted by conservation easements .....   | 2b                              |
| c Number of conservation easements on a certified historic structure included in (a) .....   | 2c                              |
| d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register ..... | 2d                              |

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ .....

4 Number of states where property subject to conservation easement is located ▶ .....

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ..... ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ .....

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ .....

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ..... ☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1 ..... ▶ \$ .....

(ii) Assets included in Form 990, Part X ..... ▶ \$ .....

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1 ..... ▶ \$ .....

b Assets included in Form 990, Part X ..... ▶ \$ .....

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a ☐ Public exhibition  
 b ☐ Scholarly research  
 c ☐ Preservation for future generations

- d ☐ Loan or exchange programs  
 e ☐ Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

|                                 | Amount |
|---------------------------------|--------|
| c Beginning balance             | 1c     |
| d Additions during the year     | 1d     |
| e Distributions during the year | 1e     |
| f Ending balance                | 1f     |

2a Did the organization include an amount on Form 990, Part X, line 21? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII ☐

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

|  | (a) Current year | (b) Prior year | (c) Two years back | (d) Three years back | (e) Four years back |
|--|------------------|----------------|--------------------|----------------------|---------------------|
| 1a Beginning of year balance                     |                  |                |                    |                      |                     |
| b Contributions                                  |                  |                |                    |                      |                     |
| c Net investment earnings, gains, and losses     |                  |                |                    |                      |                     |
| d Grants or scholarships                         |                  |                |                    |                      |                     |
| e Other expenditures for facilities and programs |                  |                |                    |                      |                     |
| f Administrative expenses                        |                  |                |                    |                      |                     |
| g End of year balance                            |                  |                |                    |                      |                     |

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment ☐ %  
 b Permanent endowment ☐ %  
 c Temporarily restricted endowment ☐ %

The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations  
 (ii) related organizations

|        | Yes | No |
|--------|-----|----|
| 3a(i)  |     |    |
| 3a(ii) |     |    |
| 3b     |     |    |

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? ☐

4 Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.** See Form 990, Part X, line 10.

| Description of property  | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|---------------------------------|------------------------------|----------------|
| 1a Land  |                                      |                                 |                              |                |
| b Buildings  |                                      |                                 |                              |                |
| c Leasehold improvements   |                                      | 87,151.                         | 70,104.                      | 17,047.        |
| d Equipment  |                                      | 613,000.                        | 493,094.                     | 119,906.       |
| e Other  |                                      | 35,648.                         | 28,675.                      | 6,973.         |
| <b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) |                                      |                                 |                              | 143,926.       |

**Part VII Investments - Other Securities.** See Form 990, Part X, line 12.

| (a) Description of security or category (including name of security)      | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) Financial derivatives .....   |                |   |
| (2) Closely-held equity interests .....                                   |                |   |
| (3) Other .....   |                |   |
| (A) .....   |                |   |
| (B) .....   |                |   |
| (C) .....   |                |   |
| (D) .....   |                |   |
| (E) .....   |                |   |
| (F) .....   |                |   |
| (G) .....   |                |   |
| (H) .....   |                |   |
| (I) .....   |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶ |                |   |

**Part VIII Investments - Program Related.** See Form 990, Part X, line 13.

| (a) Description of investment type  | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) .....   |                |   |
| (2) .....   |                |   |
| (3) .....   |                |   |
| (4) .....   |                |   |
| (5) .....   |                |   |
| (6) .....   |                |   |
| (7) .....   |                |   |
| (8) .....   |                |   |
| (9) .....   |                |   |
| (10) .....  |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶ |                |   |

**Part IX Other Assets.** See Form 990, Part X, line 15.

| (a) Description | (b) Book value |
|-----------------|----------------|
| (1) .....       |                |
| (2) .....       |                |
| (3) .....       |                |
| (4) .....       |                |
| (5) .....       |                |
| (6) .....       |                |
| (7) .....       |                |
| (8) .....       |                |
| (9) .....       |                |
| (10) .....      |                |

**Total.** (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶**Part X Other Liabilities.** See Form 990, Part X, line 25.

| 1. (a) Description of liability   | (b) Book value |  |
|---|----------------|--|
| (1) Federal income taxes  |                |  |
| (2) DEFERRED COMPENSATION OBLIGATION  | 259,291.       |  |
| (3) DEFERRED LEASE OBLIGATION   | 45,825.        |  |
| (4) .....   |                |  |
| (5) .....   |                |  |
| (6) .....   |                |  |
| (7) .....   |                |  |
| (8) .....   |                |  |
| (9) .....   |                |  |
| (10) .....  |                |  |
| (11) .....  |                |  |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶ | 305,116.       |  |

2. FIN 48 (ASC 740) Footnote. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ☐



**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

|          |  |           |             |
|----------|--|-----------|-------------|
| <b>1</b> | Total revenue, gains, and other support per audited financial statements                       | <b>1</b>  | 11,016,078. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part VIII, line 12:                            |           |             |
| <b>a</b> | Net unrealized gains on investments  | <b>2a</b> | 37,966.     |
| <b>b</b> | Donated services and use of facilities   | <b>2b</b> | 408,663.    |
| <b>c</b> | Recoveries of prior year grants  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)   | <b>2d</b> |             |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>  | <b>2e</b> | 446,629.    |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>   | <b>3</b>  | 10,569,449. |
| <b>4</b> | Amounts included on Form 990, Part VIII, line 12, but not on line 1:                           |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                               | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)   | <b>4b</b> |             |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>  | <b>4c</b> | 0.          |
| <b>5</b> | Total revenue. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12.) | <b>5</b>  | 10,569,449. |

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

|          |   |           |             |
|----------|---|-----------|-------------|
| <b>1</b> | Total expenses and losses per audited financial statements                                      | <b>1</b>  | 10,508,414. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part IX, line 25:                               |           |             |
| <b>a</b> | Donated services and use of facilities  | <b>2a</b> | 408,663.    |
| <b>b</b> | Prior year adjustments  | <b>2b</b> |             |
| <b>c</b> | Other losses  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)  | <b>2d</b> |             |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>   | <b>2e</b> | 408,663.    |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>  | <b>3</b>  | 10,099,751. |
| <b>4</b> | Amounts included on Form 990, Part IX, line 25, but not on line 1:                              |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                                | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)  | <b>4b</b> | 11,853.     |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>   | <b>4c</b> | 11,853.     |
| <b>5</b> | Total expenses. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18.) | <b>5</b>  | 10,111,604. |

**Part XIII Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART XII, LINE 4B - OTHER ADJUSTMENTS:**

|                             |         |
|-----------------------------|---------|
| AUSTIN COMMISSION ON SPORTS | 11,853. |
|-----------------------------|---------|

**SCHEDULE I  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

**Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.**

**▶ Attach to Form 990.**

OMB No. 1545-0047

**2012**

**Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

**Employer identification number**  
**75-2648097**

**Part I General Information on Grants and Assistance**

- 1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☒ **Yes** ☐ **No**
- 2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Governments and Organizations in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

| <b>1 (a)</b> Name and address of organization or government   | <b>(b)</b> EIN | <b>(c)</b> IRC section if applicable | <b>(d)</b> Amount of cash grant | <b>(e)</b> Amount of non-cash assistance | <b>(f)</b> Method of valuation (book, FMV, appraisal, other) | <b>(g)</b> Description of non-cash assistance | <b>(h)</b> Purpose of grant or assistance |
|---|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| AUSTIN THEATRE ALLIANCE, STATESIDE THEATRE - 714 CONGRESS AVENUE - AUSTIN, TX 78701                   | 74-2975923     | 501(C)(3)                            | 47,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| AUSTIN THEATRE ALLIANCE, PARAMOUNT THEATRE - 713 CONGRESS AVENUE - AUSTIN, TX 78701                   | 74-2975922     | 501(C)(3)                            | 42,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| GERMAN TEXAS HERITAGE SOCIETY<br>P. O. BOX 684171<br>AUSTIN, TX 78768                                 | 74-2020973     | 501(C)(3)                            | 9,858.                          | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| DAUGHTERS OF THE REPUBLIC OF TEXAS, FRENCH LEGATION MUSEUM - 802 SAN MARCOS STREET - AUSTIN, TX 78702 | 74-1193444     | 501(C)(3)                            | 6,240.                          | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
|   |                |                                      |                                 |  |  |   |   |
|   |                |                                      |                                 |  |  |   |   |

**2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table **4.**

**3** Enter total number of other organizations listed in the line 1 table

**LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

**Schedule I (Form 990) (2012)**

**Part III**

**Grants and Other Assistance to Individuals in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22.  
Part III can be duplicated if additional space is needed.

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of non-cash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of non-cash assistance |
|---------------------------------|--------------------------|--------------------------|-----------------------------------|---|--|
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |

**Part IV** **Supplemental Information.** Complete this part to provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

SCHEDULE I, PART I, LINE 2: THE AUSTIN CITY COUNCIL APPROVES THE TOTAL ACVB  
BUDGET/MARKETING PLAN, WHICH INCLUDES THE HERITAGE GRANTS, BUT DOES NOT  
ALLOCATE A SPECIFIC AMOUNT FOR HERITAGE GRANTS. THE GRANT APPLICATIONS ARE  
THEN REVIEWED BY ACVB AND THOSE THAT ARE APPROVED BY ACVB ARE THEN  
FORWARDED TO THE HISTORIC LANDMARK COMMISSION. THE COMMISSION DETERMINES  
HOW MUCH EACH APPROVED GRANT APPLICANT WILL RECEIVE. ACVB IS IN CHARGE OF  
DETERMINING THE TOTAL AMOUNT OF THE HERITAGE GRANTS TO BE GIVEN EACH YEAR  
AND HAS DECISION AUTHORITY ON WHICH PROJECTS ARE ELIGIBLE FOR THE GRANTS.  
ACVB PAYS WHEN THE GRANTEE SUBMITS EXPENSES FOR REIMBURSEMENT AND A

Part IV

Supplemental Information

PHYSICAL INSPECTION IS DONE ON THE PROPERTY TO ENSURE THAT THE REPAIR WORK  
MET WITH THE GRANT SPECIFICATIONS.

**SCHEDULE J**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest  
Compensated Employees

▶ **Complete if the organization answered "Yes" to Form 990,  
Part IV, line 23.**

▶ **Attach to Form 990.** ▶ **See separate instructions.**

OMB No. 1545-0047

**2012**

**Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

Employer identification number

**75-2648097**

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- |  |   |
|--|---|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use          |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence          |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)          |

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain .....

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a? .....

**3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee          | <input type="checkbox"/> Written employment contract                                |
| <input type="checkbox"/> Independent compensation consultant        | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

**a** Receive a severance payment or change-of-control payment? .....

**b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? .....

**c** Participate in, or receive payment from, an equity-based compensation arrangement? .....

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.**

**5** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

**a** The organization? .....

**b** Any related organization? .....

If "Yes" to line 5a or 5b, describe in Part III.

**6** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

**a** The organization? .....

**b** Any related organization? .....

If "Yes" to line 6a or 6b, describe in Part III.

**7** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III .....

**8** Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III .....

**9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? .....

Yes No

**1b** X

**2** X

**4a** X

**4b** X

**4c** X

**5a**

**5b**

**6a**

**6b**

**7**

**8**

**9**

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

| (A) Name and Title                                    |      | (B) Breakdown of W-2 and/or 1099-MISC compensation |                                     |                                     | (C) Retirement and other deferred compensation | (D) Nontaxable benefits | (E) Total of columns (B)(i)-(D) | (F) Compensation reported as deferred in prior Form 990 |
|---|------|--|-------------------------------------|-------------------------------------|--|-------------------------|---------------------------------|---|
|   |      | (i) Base compensation                              | (ii) Bonus & incentive compensation | (iii) Other reportable compensation |  |                         |                                 |   |
| (1) ROBERT LANDER<br>PRESIDENT & CEO                  | (i)  | 302,200.   | 0.                                  | 0.                                  | 22,500.  | 6,459.                  | 331,159.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (2) ROBERT HAMPTON<br>VICE PRESIDENT-SALES            | (i)  | 144,967.   | 0.                                  | 0.                                  | 9,854.   | 14,208.                 | 169,029.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (3) JULIE HART<br>VICE PRESIDENT-FINANCE & OPERATIONS | (i)  | 137,568.   | 0.                                  | 0.                                  | 9,272.   | 13,179.                 | 160,019.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (4) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALES   | (i)  | 179,521.   | 0.                                  | 0.                                  | 4,355.   | 22,320.                 | 206,196.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |

Part III

Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 1A: THE ORGANIZATION PROVIDES HEALTH CLUB DUES FOR THE  
CEO/PRESIDENT AS PART OF HIS EMPLOYMENT CONTRACT.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.  
▶ Attach to Form 990 or 990-EZ.

OMB No. 1545-0047

**2012**

Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

MOLECULAR IMAGING, JUNE OF 2020 BRINGING 14,237 HOTEL ROOM NIGHTS WITH  
AN ESTIMATED ATTENDANCE OF 6,300.

THE AUSTIN FILM COMMISSION FACILITATED 6740 PRODUCTION LEADS AND  
GENERATED 50 LOCATION PACKAGES FOR POTENTIAL PROJECTS. PRODUCTION  
STARTS WERE AT 27 FOR THE YEAR, LEADING TO 773 PRODUCTION DAYS.

CONVENTION SERVICES ASSISTED WITH 1355 MEETING AND PROVIDED 6240 STAFF  
HOURS OF REGISTRATION ASSISTANCE FOR MEETINGS AND CONVENTIONS.  
ADDITIONALLY, CONVENTION SERVICES CONDUCTED 80 CONVENTION SITE  
VISITS/PLANNING MEETINGS. HOUSING HANDLED 23,206 GROUP RESERVATIONS.  
CONVENTION SERVICES ALSO MET WITH 44 LOCAL BUSINESSES TO EDUCATE THEM  
ON HOW THEY CAN BEST WORK WITH AND PROMOTE THEIR BUSINESSES TO THE  
CONVENTIONS MEETING IN AUSTIN.

AUSTIN'S ESTABLISHED DIGITAL EFFORTS CONTINUE TO GROW: FOR FY 2012/13,  
WE HAD 1,526,507 UNIQUE VISITORS TO OUR DESKTOP/TABLET WEBSITE,  
AUSTINTEXAS.ORG - A 14% INCREASE OVER FY 2011/12. OUR MOBILE WEBSITE  
ALSO HAD 262,119 UNIQUE VISITS DURING THAT SAME TIME PERIOD. AT FY  
2012/13 YEAR-END, OUR FACEBOOK FANS WERE UP 83%, VISITAUSTINTX TWITTER  
FOLLOWERS WERE UP 78% AND LEISURE EMAIL OPT-INS WERE UP 51% COMPARED TO  
FY 2011/2012.

INCREASING TRAVELER PREFERENCE AND USE OF DIGITAL MEDIA ALSO EXTENDS TO  
OUR PRINTED PUBLICATIONS AS EVIDENCED BY NUMBER OF VISITOR GUIDE



|                          |                                       |                                |            |
|--------------------------|---------------------------------------|--------------------------------|------------|
| Name of the organization | AUSTIN CONVENTION AND VISITORS BUREAU | Employer identification number | 75-2648097 |
|--------------------------|---------------------------------------|--------------------------------|------------|

VIRTUAL VIEWS (52,787) VS. PRINTED VISITOR GUIDE REQUESTS (39,951).

LOOKING AT PR - PUBLICITY GENERATED BY THE COMMUNICATIONS DEPARTMENT FOR FY 2012/13 TOTALED \$46,256,115 AND INCLUDED COVERAGE IN SUCH NATIONAL AND INTERNATIONAL MEDIA OUTLETS AS BBC, MSNBC TRAVEL, NEW YORK TIMES, YAHOO TRAVEL, USA TODAY, GLOBE AND MAIL AND NATIONAL GEOGRAPHIC.

THE DEPARTMENT ALSO TOOK THE AUSTIN AIRSTREAM TRAILER ON THE ROAD FOR THE FIRST TIME IN FALL OF 2012 - HOSTING ACTIVATIONS AND JOINT MARKETING/SALES EVENTS IN KEY MARKETS INCLUDING MEMPHIS, TN, WASHINGTON, D.C. AND ATLANTA, GA. EACH OF THE SELECTED MARKETS WAS TARGETED BASED ON INTEREST IN AUSTIN AS A DESTINATION, AND EVALUATED BY AUSTINTEXAS.ORG TRAFFIC PATTERN RANKINGS (MEASURED THROUGH GOOGLE ANALYTICS).

THE AIRSTREAM'S FIRST ROAD TRIP FOSTERED CONSIDERABLE AWARENESS AND BUZZ AMONG LEISURE AND MEETINGS AUDIENCES, WITH NEARLY 6,000 IN-PERSON INTERACTIONS, MORE THAN 562,000 DRIVE-BY IMPRESSIONS AND 5.7 MILLION MEDIA IMPRESSIONS.

BUILDING ON THE SUCCESS OF THE BUREAU'S AD CAMPAIGN, THE DEPARTMENT ALSO LAUNCHED #TRUEAUSTIN IN FY 2012/13, AN INNOVATIVE, INTERACTIVE PROGRAM THAT ALLOWS VISITORS TO ASK LOCAL EXPERTS QUESTIONS ABOUT AUSTIN ON A VARIETY OF SUBJECTS (INCLUDING MUSIC, OUTDOORS AND FAMILY) AND RECEIVE ANSWERS IN A TIMELY FASHION. TO DATE, THE PROGRAM HAS RECEIVED OVER 12 MILLION IMPRESSIONS AND 144,000 WEB PAGE VIEWS.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

HIRED MUSICIANS FEATURED ON "AUSTIN MUSIC VOLUME 12" TO PERFORM. THE MUSIC INDUSTRY MANAGER WAS A MEMBER OF THE FOLLOWING COMMITTEES: HAAM (HEALTH ALLIANCE FOR AUSTIN MUSICIANS) HAAM BENEFIT DAY, SIMS FOUNDATION HISPANIC OUTREACH, SIMS FOUNDATION ANNUAL GALA, LEADERS IN AUSTIN MUSIC, LEADERSHIP AUSTIN - PUBLIC RELATIONS.

FORM 990, PART VI, SECTION B, LINE 11: THE FORM 990 IS REVIEWED BY SENIOR STAFF, THE EXECUTIVE COMMITTEE AND THE BOARD OF DIRECTORS PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C: THE ORGANIZATION REVIEWS THE REQUIRED ANNUAL DISCLOSURES AS PROVIDED BY OFFICERS, DIRECTORS AND KEY EMPLOYEES TO ENSURE COMPLIANCE WITH THE CONFLICT OF INTEREST POLICY.

FORM 990, PART VI, SECTION B, LINE 15: A SURVEY OF SALARY INFORMATION IS PROVIDED BY THE DESTINATION MARKETING ASSOCIATION INTERNATIONAL AND IS USED IN DETERMINING COMPENSATION IN CONJUNCTION WITH REVIEWS BASED ON OBJECTIVE CRITERIA.

FORM 990, PART VI, SECTION C, LINE 19: THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST.

FORM 990, PART XII, LINE 2C: THE ORGANIZATION'S OVERSIGHT PROCESS AND ITS PROCESS FOR SELECTION OF AN INDEPENDENT ACCOUNTANT DID NOT CHANGE DURING THE TAX YEAR.

## Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.  
▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

**2012**  
Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number  
75-2648097**Part I Identification of Disregarded Entities** (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.)

| (a)<br>Name, address, and EIN (if applicable)<br>of disregarded entity | (b)<br>Primary activity | (c)<br>Legal domicile (state or<br>foreign country) | (d)<br>Total income | (e)<br>End-of-year assets | (f)<br>Direct controlling<br>entity |
|--|-------------------------|---|---------------------|---------------------------|-------------------------------------|
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |

**Part II Identification of Related Tax-Exempt Organizations** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

[illegible]

**For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

Schedule R (Form 990) 2012

**Part III Identification of Related Organizations Taxable as a Partnership** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

[illegible]

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

[illegible]

**Part V Transactions With Related Organizations** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35b, or 36.)**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.**1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?**a** Receipt of **(i)** interest **(ii)** annuities **(iii)** royalties or **(iv)** rent from a controlled entity .....**b** Gift, grant, or capital contribution to related organization(s) .....**c** Gift, grant, or capital contribution from related organization(s) .....**d** Loans or loan guarantees to or for related organization(s) .....**e** Loans or loan guarantees by related organization(s) .....**f** Dividends from related organization(s) .....**g** Sale of assets to related organization(s) .....**h** Purchase of assets from related organization(s) .....**i** Exchange of assets with related organization(s) .....**j** Lease of facilities, equipment, or other assets to related organization(s) .....**k** Lease of facilities, equipment, or other assets from related organization(s) .....**l** Performance of services or membership or fundraising solicitations for related organization(s) .....**m** Performance of services or membership or fundraising solicitations by related organization(s) .....**n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....**o** Sharing of paid employees with related organization(s) .....**p** Reimbursement paid to related organization(s) for expenses .....**q** Reimbursement paid by related organization(s) for expenses .....**r** Other transfer of cash or property to related organization(s) .....**s** Other transfer of cash or property from related organization(s) .....

|           | Yes | No |
|-----------|-----|----|
| <b>1a</b> |     | X  |
| <b>1b</b> | X   |    |
| <b>1c</b> |     | X  |
| <b>1d</b> |     | X  |
| <b>1e</b> |     | X  |
| <b>1f</b> |     | X  |
| <b>1g</b> |     | X  |
| <b>1h</b> |     | X  |
| <b>1i</b> |     | X  |
| <b>1j</b> |     | X  |
| <b>1k</b> |     | X  |
| <b>1l</b> |     | X  |
| <b>1m</b> |     | X  |
| <b>1n</b> | X   |    |
| <b>1o</b> | X   |    |
| <b>1p</b> |     | X  |
| <b>1q</b> |     | X  |
| <b>1r</b> |     | X  |
| <b>1s</b> |     | X  |

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

| (a)<br>Name of other organization | (b)<br>Transaction<br>type (a-s) | (c)<br>Amount involved | (d)<br>Method of determining amount involved |
|-----------------------------------|----------------------------------|------------------------|--|
| (1)                               |                                  |                        |  |
| (2)                               |                                  |                        |  |
| (3)                               |                                  |                        |  |
| (4)                               |                                  |                        |  |
| (5)                               |                                  |                        |  |
| (6)                               |                                  |                        |  |

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

|                 |                                 |
|-----------------|---------------------------------|
| <b>Part VII</b> | <b>Supplemental Information</b> |
|-----------------|---------------------------------|

Complete this part to provide additional information for responses to questions on Schedule R (see instructions).

This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



MAXWELL LOCKE & RITTER LLP

*Accountants and Consultants*  
*An Affiliate of CPAmerica International*  
tel (512) 370 3200 fax (512) 370 3250  
www.mlrpc.com

Austin: 401 Congress Avenue, Suite 1100  
Austin, TX 78701

Round Rock: 303 East Main Street  
Round Rock, TX 78664

July 14, 2015

Ms. Gina Palmertree  
Austin Convention & Visitor's Bureau  
301 Congress Avenue No. 200  
Austin, TX 78701

Dear Ms. Palmertree:

Enclosed is the 2013 Exempt Organization return, as follows...

2013 Form 990

Please refer to the respective Tax Return filing instructions for action that is required on your part. Your copy of each return is either included herein or has been posted as a PDF to your client portal. If you do not have a client portal and would like more information or would like to have one set up, please contact us.

We sincerely appreciate this opportunity to serve you. Please contact us if you have any questions regarding the return or if we may be of further assistance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sean Holcomb".

Sean Holcomb

Enclosures



# TAX RETURN FILING INSTRUCTIONS

FORM 990

FOR THE YEAR ENDING  
September 30, 2014

|  |  |
|--|--|
| Prepared for                                 | Ms. Gina Palmertree<br>Austin Convention & Visitor's Bureau<br>301 Congress Avenue No. 200<br>Austin, TX 78701   |
| Prepared by                                  | Maxwell Locke & Ritter LLP<br>401 Congress Avenue, Suite 1100<br>Austin, TX 78701-9682   |
| Amount due or refund                         | Not applicable   |
| Make check payable to                        | Not applicable   |
| Mail tax return and check (if applicable) to | Not applicable   |
| Return must be mailed on or before           | Not applicable   |
| Special Instructions                         | This return has qualified for electronic filing. After you have reviewed the return for completeness and accuracy, please sign, date and return Form 8879-EO to our office. We will transmit the return electronically to the IRS and no further action is required. Return Form 8879-EO to us by August 17, 2015. |

Form **8879-EO****IRS e-file Signature Authorization  
for an Exempt Organization**

OMB No. 1545-1878

For calendar year 2013, or fiscal year beginning OCT 1, 2013, and ending SEP 30, 2014**2013**▶ **Do not send to the IRS. Keep for your records.**▶ **Information about Form 8879-EO and its instructions is at** [www.irs.gov/form8879eo](http://www.irs.gov/form8879eo)Department of the Treasury  
Internal Revenue Service

Name of exempt organization

Employer identification number

**AUSTIN CONVENTION AND VISITORS BUREAU****75-2648097**

Name and title of officer

**JULIE HART****VICE PRESIDENT-FINANCE & OPERA****Part I Type of Return and Return Information** (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line **1a**, **2a**, **3a**, **4a**, or **5a**, below, and the amount on that line for the return being filed with this form was blank, then leave line **1b**, **2b**, **3b**, **4b**, or **5b**, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than 1 line in Part I.

|   |  |                              |
|---|--|------------------------------|
| <b>1a</b> Form 990 check here ▶ <input checked="" type="checkbox"/> | <b>b Total revenue</b> , if any (Form 990, Part VIII, column (A), line 12) ..... | <b>1b</b> <u>11,907,019.</u> |
| <b>2a</b> Form 990-EZ check here ▶ <input type="checkbox"/>         | <b>b Total revenue</b> , if any (Form 990-EZ, line 9) .....                      | <b>2b</b> _____              |
| <b>3a</b> Form 1120-POL check here ▶ <input type="checkbox"/>       | <b>b Total tax</b> (Form 1120-POL, line 22) .....                                | <b>3b</b> _____              |
| <b>4a</b> Form 990-PF check here ▶ <input type="checkbox"/>         | <b>b Tax based on investment income</b> (Form 990-PF, Part VI, line 5) .....     | <b>4b</b> _____              |
| <b>5a</b> Form 8868 check here ▶ <input type="checkbox"/>           | <b>b Balance Due</b> (Form 8868, Part I, line 3c or Part II, line 8c) .....      | <b>5b</b> _____              |

**Part II Declaration and Signature Authorization of Officer**

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2013 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

**Officer's PIN: check one box only**

☒ I authorize **MAXWELL LOCKE & RITTER LLP** to enter my PIN **48097**  
ERO firm name Enter five numbers, but do not enter all zeros

as my signature on the organization's tax year 2013 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

☐ As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2013 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶ \_\_\_\_\_ Date ▶ \_\_\_\_\_

**Part III Certification and Authentication**

**ERO's EFIN/PIN.** Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

**74294078701**  
do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2013 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of **Pub. 4163**, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶  Date ▶ **07/14/15**

**ERO Must Retain This Form - See Instructions**  
**Do Not Submit This Form To the IRS Unless Requested To Do So**

Form **990**Department of the Treasury  
Internal Revenue Service**Return of Organization Exempt From Income Tax**  
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

OMB No. 1545-0047

**2013****Open to Public  
Inspection**

Do not enter Social Security numbers on this form as it may be made public.

Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990)**A** For the **2013** calendar year, or tax year beginning **OCT 1, 2013** and ending **SEP 30, 2014**

|   |   |   |   |
|---|---|---|---|
| <b>B</b> Check if applicable:<br><br><input type="checkbox"/> Address change<br><input type="checkbox"/> Name change<br><input type="checkbox"/> Initial return<br><input type="checkbox"/> Terminated<br><input type="checkbox"/> Amended return<br><input type="checkbox"/> Application pending | <b>C</b> Name of organization<br><br><b>AUSTIN CONVENTION AND VISITORS BUREAU</b> |   | <b>D</b> Employer identification number<br><br><b>75-2648097</b>  |
|   | Doing Business As   |   | <b>E</b> Telephone number<br><br><b>512-474-5171</b>  |
|   | Number and street (or P.O. box if mail is not delivered to street address)        | Room/suite  | <b>G</b> Gross receipts \$ <b>12,651,295.</b>   |
|   | <b>301 CONGRESS AVENUE</b>  | <b>200</b>  | <b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br><b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No<br>If "No," attach a list. (see instructions)<br><b>H(c)</b> Group exemption number ▶ |
| City or town, state or province, country, and ZIP or foreign postal code<br><b>AUSTIN, TX 78701</b>   |   |   |   |
| <b>F</b> Name and address of principal officer: <b>ROBERT LANDER</b><br><b>SAME AS C ABOVE</b>  |   |   |   |
| <b>I</b> Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) ( <b>6</b> ) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527   |   |   |   |
| <b>J</b> Website: ▶ <b>WWW.AUSTINTEXAS.ORG</b>  |   |   |   |
| <b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶   |   | <b>L</b> Year of formation: <b>1998</b> <b>M</b> State of legal domicile: <b>TX</b> |   |

**Part I Summary**

|   |  |                                  |                     |
|---|--|----------------------------------|---------------------|
| <b>Activities &amp; Governance</b>                                      | <b>1</b> Briefly describe the organization's mission or most significant activities: <b>MARKETING AUSTIN NATIONALLY AND INTERNATIONALLY AS A PREMIER BUSINESS AND LEISURE DESTINATION.</b> |                                  |                     |
|   | <b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.   |                                  |                     |
|   | <b>3</b> Number of voting members of the governing body (Part VI, line 1a)   | <b>3</b>                         | <b>29</b>           |
|   | <b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)   | <b>4</b>                         | <b>29</b>           |
|   | <b>5</b> Total number of individuals employed in calendar year 2013 (Part V, line 2a)  | <b>5</b>                         | <b>59</b>           |
|   | <b>6</b> Total number of volunteers (estimate if necessary)  | <b>6</b>                         | <b>10</b>           |
|   | <b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12   | <b>7a</b>                        | <b>0.</b>           |
| <b>b</b> Net unrelated business taxable income from Form 990-T, line 34 | <b>7b</b>  | <b>0.</b>                        |                     |
| <b>Revenue</b>  | <b>8</b> Contributions and grants (Part VIII, line 1h)   | <b>Prior Year</b>                | <b>Current Year</b> |
|   | <b>9</b> Program service revenue (Part VIII, line 2g)  | <b>0.</b>                        | <b>0.</b>           |
|   | <b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)  | <b>10,325,469.</b>               | <b>11,661,364.</b>  |
|   | <b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)   | <b>6,854.</b>                    | <b>1,060.</b>       |
|   | <b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)   | <b>237,126.</b>                  | <b>244,595.</b>     |
|   | <b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)   | <b>10,569,449.</b>               | <b>11,907,019.</b>  |
|   | <b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)  | <b>113,660.</b>                  | <b>140,881.</b>     |
| <b>Expenses</b>   | <b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)  | <b>0.</b>                        | <b>0.</b>           |
|   | <b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)   | <b>4,715,019.</b>                | <b>4,927,361.</b>   |
|   | <b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶ <b>0.</b>   | <b>0.</b>                        | <b>0.</b>           |
|   | <b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)   | <b>5,282,925.</b>                | <b>5,560,428.</b>   |
|   | <b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)  | <b>10,111,604.</b>               | <b>10,628,670.</b>  |
|   | <b>19</b> Revenue less expenses. Subtract line 18 from line 12   | <b>457,845.</b>                  | <b>1,278,349.</b>   |
|   | <b>20</b> Total assets (Part X, line 16)   | <b>Beginning of Current Year</b> | <b>End of Year</b>  |
| <b>Net Assets or Fund Balances</b>                                      | <b>21</b> Total liabilities (Part X, line 26)  | <b>3,986,170.</b>                | <b>6,156,379.</b>   |
|   | <b>22</b> Net assets or fund balances. Subtract line 21 from line 20   | <b>914,209.</b>                  | <b>1,770,240.</b>   |
|   |  | <b>3,071,961.</b>                | <b>4,386,139.</b>   |

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

|                               |   |                                |                               |   |                  |
|-------------------------------|---|--------------------------------|-------------------------------|---|------------------|
| <b>Sign Here</b>              | Signature of officer  |                                | Date                          |   |                  |
|                               | <b>GINA PALMERTREE, VICE PRESIDENT-FINANCE &amp; OPERA</b>                              |                                |                               |   |                  |
| <b>Paid Preparer Use Only</b> | Print/Type preparer's name  | Preparer's signature           | Date                          | Check <input type="checkbox"/> if self-employed | PTIN             |
|                               | <b>SEAN HOLCOMB</b>   |                                | <b>07/14/15</b>               |   | <b>P01249221</b> |
|                               | Firm's name ▶ <b>MAXWELL LOCKE &amp; RITTER LLP</b>                                     | Firm's EIN ▶ <b>74-2900215</b> |                               |   |                  |
|                               | Firm's address ▶ <b>401 CONGRESS AVENUE, SUITE 1100</b><br><b>AUSTIN, TX 78701-9682</b> |                                | Phone no. <b>512-370-3200</b> |   |                  |

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response or note to any line in this Part III ☐ Yes ☒ No**1** Briefly describe the organization's mission:

PROMOTING CONVENTIONS, TRAVEL AND TOURISM IN AND TO THE CITY OF  
AUSTIN, AND PROVIDING RELATED SERVICES TO CONVENTION ATTENDEES,  
TRAVELERS, AND TOURISTS.

**2** Did the organization undertake any significant program services during the year which were not listed onthe prior Form 990 or 990-EZ? ☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

**4a** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
CONVENTION SALES GENERATED 556,269 HOTEL ROOM NIGHTS AGAINST AN ANNUAL  
GOAL OF 504,000 HOTEL ROOM NIGHTS. CONVENTION CENTER BOOKINGS  
REPRESENTED 239,017 OF THOSE ROOM NIGHTS (139% OF GOAL). 2,119 LEADS  
WERE GENERATED REPRESENTING 2.7 MILLION ROOM NIGHTS.

SIGNIFICANT BOOKINGS IN 2013/2014 INCLUDE: RODAN + FIELDS IN OCTOBER  
2015 BRINGING 10,175 HOTEL ROOM NIGHTS WITH AN ESTIMATED ATTENDANCE OF  
9,000. BLACKBAUD INC. IN OCTOBER 2015 BRINGING 5,862 HOTEL ROOM NIGHTS  
WITH AN ESTIMATED 2,400 ATTENDEES. MODERN LANGUAGE ASSOCIATION OF  
AMERICA IN JANUARY BRINGING 14,500 HOTEL ROOM NIGHTS AND AN ESTIMATED  
7,000 ATTENDEES. TABLEAU SOFTWARE IN NOVEMBER 2016 BRINGING 28,540  
HOTEL ROOM NIGHTS AND AN ESTIMATED 10,000 ATTENDEES. PROFESSIONAL

**4b** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
MUSIC MARKETING PROVIDED BOOKING REFERRALS FOR AUSTIN MUSICIANS FOR 273  
EVENTS. THE MUSIC OFFICE HAD 1,016 MUSIC INQUIRIES, HOSTED/ATTENDED 9  
MEDIA EVENTS AND 115 MEDIA CONTACTS. THE MUSIC OFFICE'S KEY  
ACCOMPLISHMENTS INCLUDE: RELEASE OF AUSTIN MUSIC VOLUME 13, AND  
ATTENDED/HOSTED MEDIA AT AUSTIN CITY LIMITS FESTIVAL, FUN FUN FUN FEST,  
SXSW, PACHANGA LATINO MUSIC FESTIVAL, PREMIOS AUSTIN MUSIC AWARDS,  
TEXAS ROUNDUP, AND CMJ MUSIC MARATHON. IN ADDITION, THE MUSIC OFFICE  
HOSTED AUSTIN MUSIC SHOWCASES IN NEW YORK, WASHINGTON D.C., CHICAGO,  
ATLANTA, DENVER, DALLAS, BOSTON, TORONTO, NIAGARA FALLS, PRINCETON AND  
AUSTIN IN CONJUNCTION WITH THE BUREAU SALES AND MARKETING EFFORTS. THE  
MUSIC OFFICE ALSO PARTNERED WITH ACL LIVE IN THEIR LIVE MUSIC SERIES,  
"THE WINE DOWN," HIRED MUSICIANS FEATURED ON "AUSTIN MUSIC VOLUME 13"

**4c** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
THE TOURISM DEPARTMENT PARTICIPATED IN TRAVEL TRADESHOWS, SALES  
MISSIONS, HOSTED EDUCATIONAL FAMILIARIZATION TRIPS AND SITE VISITS  
TARGETING LEADING DOMESTIC AND INTERNATIONAL TRAVEL TRADE CLIENTS FROM  
THE USA, CANADA, MEXICO, EUROPE, AUSTRALIA, AND ASIA. THE AUSTIN  
CONVENTION AND VISITORS BUREAU'S TOURISM DEPARTMENT FOCUSED ON  
ACHIEVING DIRECT GROWTH WITH TOUR PROVIDERS AND PARTNERSHIPS WITH MAJOR  
INDUSTRY ENTITIES INCLUDING BRAND USA, UNITED STATES TRAVEL  
ASSOCIATION, AND THE TEXAS TOURISM OFFICE. IN 2014, THE TOURISM  
DEPARTMENT ISSUED 301 PARTNER LEADS AND WAS SUCCESSFUL IN PLACING NEW  
AUSTIN PRODUCT WITH 58 KEY TOUR COMPANIES, AS WELL AS FACILITATED  
DESTINATION TRAININGS FOR OVER 350 TRAVEL INDUSTRY REPRESENTATIVES.  
THE TOURISM DEPARTMENT ALSO DEVELOPED ONLINE PACKAGES OFFERED ON THE

**4d** Other program services (Describe in Schedule O.)

(Expenses \$ including grants of \$ ) (Revenue \$ )

**4e** Total program service expenses ▶

**Part IV Checklist of Required Schedules**

|   | Yes | No |
|---|-----|----|
| <b>1</b> Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?<br><i>If "Yes," complete Schedule A</i>  |     | X  |
| <b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?   |     | X  |
| <b>3</b> Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>  |     | X  |
| <b>4 Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>  | N/A |    |
| <b>5</b> Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>   |     | X  |
| <b>6</b> Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>  |     | X  |
| <b>7</b> Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>  |     | X  |
| <b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>   |     | X  |
| <b>9</b> Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>            |     | X  |
| <b>10</b> Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>   |     | X  |
| <b>11</b> If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.   |     |    |
| <b>a</b> Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>   | X   |    |
| <b>b</b> Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>   |     | X  |
| <b>c</b> Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>   |     | X  |
| <b>d</b> Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>  |     | X  |
| <b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>   | X   |    |
| <b>f</b> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>  |     | X  |
| <b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>  |     | X  |
| <b>b</b> Was the organization included in consolidated, independent audited financial statements for the tax year?<br><i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>  |     | X  |
| <b>13</b> Is the organization a school described in section 170(b)(1)(A)(iii)? <i>If "Yes," complete Schedule E</i>   |     | X  |
| <b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States?  |     | X  |
| <b>b</b> Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> |     | X  |
| <b>15</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>   |     | X  |
| <b>16</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>   |     | X  |
| <b>17</b> Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>   |     | X  |
| <b>18</b> Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>   |     | X  |
| <b>19</b> Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>   |     | X  |
| <b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>   |     | X  |
| <b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?   |     |    |

**Part IV Checklist of Required Schedules** (continued)

|  | Yes            | No |
|--|----------------|----|
| <b>21</b> Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> .....  | <b>21</b> X    |    |
| <b>22</b> Did the organization report more than \$5,000 of grants or other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> .....  | <b>22</b>      | X  |
| <b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> .....  | <b>23</b> X    |    |
| <b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i> .....                           | <b>24a</b>     | X  |
| <b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....   | <b>24b</b>     |    |
| <b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....  | <b>24c</b>     |    |
| <b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....   | <b>24d</b>     |    |
| <b>25a Section 501(c)(3) and 501(c)(4) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> .....  | <b>25a</b> N/A |    |
| <b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> .....  | <b>25b</b> N/A |    |
| <b>26</b> Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If so, complete Schedule L, Part II</i> .....                                    | <b>26</b>      | X  |
| <b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> ..... | <b>27</b>      | X  |
| <b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):  |                |    |
| <b>a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....  | <b>28a</b>     | X  |
| <b>b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28b</b>     | X  |
| <b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28c</b>     | X  |
| <b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>29</b>      | X  |
| <b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>30</b>      | X  |
| <b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations?<br><i>If "Yes," complete Schedule N, Part I</i> .....   | <b>31</b>      | X  |
| <b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> .....  | <b>32</b>      | X  |
| <b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> .....  | <b>33</b>      | X  |
| <b>34</b> Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i> .....  | <b>34</b> X    |    |
| <b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? .....   | <b>35a</b>     | X  |
| <b>b</b> If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>35b</b>     |    |
| <b>36 Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>36</b> N/A  |    |
| <b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> .....   | <b>37</b>      | X  |
| <b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? .....   | <b>38</b> X    |    |

**Note.** All Form 990 filers are required to complete Schedule O .....

**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response or note to any line in this Part V ☐

|  |  | Yes | No |
|--|--|-----|----|
| <b>1a</b>  | Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable   | 98  |    |
| <b>1b</b>  | Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable  | 0   |    |
| <b>c</b>   | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?   | X   |    |
| <b>2a</b>  | Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return  | 59  |    |
| <b>b</b>   | If at least one is reported on line 2a, did the organization file all required federal employment tax returns?   | X   |    |
| <b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions) |  |     |    |
| <b>3a</b>  | Did the organization have unrelated business gross income of \$1,000 or more during the year?  |     | X  |
| <b>b</b>   | If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O   |     |    |
| <b>4a</b>  | At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?                                       |     | X  |
| <b>b</b>   | If "Yes," enter the name of the foreign country:<br>See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.   |     |    |
| <b>5a</b>  | Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?  |     | X  |
| <b>b</b>   | Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?   |     | X  |
| <b>c</b>   | If "Yes," to line 5a or 5b, did the organization file Form 8886-T?   |     |    |
| <b>6a</b>  | Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?  |     | X  |
| <b>b</b>   | If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?  |     |    |
| <b>7</b>   | <b>Organizations that may receive deductible contributions under section 170(c).</b> N/A   |     |    |
| <b>a</b>   | Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?  |     |    |
| <b>b</b>   | If "Yes," did the organization notify the donor of the value of the goods or services provided?  |     |    |
| <b>c</b>   | Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?   |     |    |
| <b>d</b>   | If "Yes," indicate the number of Forms 8282 filed during the year  |     |    |
| <b>e</b>   | Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?  |     |    |
| <b>f</b>   | Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?   |     |    |
| <b>g</b>   | If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?   | N/A |    |
| <b>h</b>   | If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?   | N/A |    |
| <b>8</b>   | <b>Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? N/A |     |    |
| <b>9</b>   | <b>Sponsoring organizations maintaining donor advised funds.</b>   |     |    |
| <b>a</b>   | Did the organization make any taxable distributions under section 4966? N/A  |     |    |
| <b>b</b>   | Did the organization make a distribution to a donor, donor advisor, or related person? N/A   |     |    |
| <b>10</b>  | <b>Section 501(c)(7) organizations.</b> Enter:   |     |    |
| <b>a</b>   | Initiation fees and capital contributions included on Part VIII, line 12 N/A   |     |    |
| <b>b</b>   | Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities  |     |    |
| <b>11</b>  | <b>Section 501(c)(12) organizations.</b> Enter:  |     |    |
| <b>a</b>   | Gross income from members or shareholders N/A  |     |    |
| <b>b</b>   | Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)   |     |    |
| <b>12a</b>   | <b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?  |     |    |
| <b>b</b>   | If "Yes," enter the amount of tax-exempt interest received or accrued during the year N/A  |     |    |
| <b>13</b>  | <b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>  |     |    |
| <b>a</b>   | Is the organization licensed to issue qualified health plans in more than one state? N/A   |     |    |
| <b>Note.</b> See the instructions for additional information the organization must report on Schedule O.         |  |     |    |
| <b>b</b>   | Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans  |     |    |
| <b>c</b>   | Enter the amount of reserves on hand   |     |    |
| <b>14a</b>   | Did the organization receive any payments for indoor tanning services during the tax year?   |     | X  |
| <b>b</b>   | If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O  |     |    |

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.Check if Schedule O contains a response or note to any line in this Part VI ☒**Section A. Governing Body and Management**

|   |    | Yes | No |
|---|----|-----|----|
| <b>1a</b> Enter the number of voting members of the governing body at the end of the tax year   | 29 |     |    |
| If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.             |    |     |    |
| <b>b</b> Enter the number of voting members included in line 1a, above, who are independent   | 29 |     |    |
| <b>2</b> Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?  | 2  |     | X  |
| <b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? | 3  |     | X  |
| <b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?   | 4  |     | X  |
| <b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets?   | 5  |     | X  |
| <b>6</b> Did the organization have members or stockholders?   | 6  |     | X  |
| <b>7a</b> Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?  | 7a |     | X  |
| <b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?  | 7b |     | X  |
| <b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:  |    |     |    |
| <b>a</b> The governing body?  | 8a | X   |    |
| <b>b</b> Each committee with authority to act on behalf of the governing body?  | 8b | X   |    |
| <b>9</b> Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O         | 9  |     | X  |

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

|   | Yes | No |
|---|-----|----|
| <b>10a</b> Did the organization have local chapters, branches, or affiliates?   | 10a | X  |
| <b>b</b> If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?   | 10b |    |
| <b>11a</b> Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?  | 11a | X  |
| <b>b</b> Describe in Schedule O the process, if any, used by the organization to review this Form 990.  |     |    |
| <b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13  | 12a | X  |
| <b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?  | 12b | X  |
| <b>c</b> Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done   | 12c | X  |
| <b>13</b> Did the organization have a written whistleblower policy?   | 13  | X  |
| <b>14</b> Did the organization have a written document retention and destruction policy?  | 14  | X  |
| <b>15</b> Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?  |     |    |
| <b>a</b> The organization's CEO, Executive Director, or top management official   | 15a | X  |
| <b>b</b> Other officers or key employees of the organization  | 15b | X  |
| If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).   |     |    |
| <b>16a</b> Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?  | 16a | X  |
| <b>b</b> If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? | 16b |    |

**Section C. Disclosure**

**17** List the states with which a copy of this Form 990 is required to be filed **NONE**

**18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

**19** Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

**20** State the name, physical address, and telephone number of the person who possesses the books and records of the organization: **JULIE HART - (512) 583-7205**  
**111 CONGRESS AVENUE, SUITE 700, AUSTIN, TX 78701**



**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Check if Schedule O contains a response or note to any line in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

| (A)<br>Name and Title                       | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position<br>(do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|---|---|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|   |   | Individual trustee or director   | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (1) JILL GRIFFIN<br>BOARD CHAIR & TREASURER | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (2) GREG CHANON<br>IMMEDIATE PAST CHAIR     | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (3) ALBERT BLACK<br>VICE CHAIR              | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (4) GENE MCMENAMIN<br>SECRETARY             | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (5) LANCE STUMPF<br>AT LARGE                | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (6) MARK TESTER<br>AT LARGE                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (7) GLENN WEST<br>AT LARGE                  | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (8) JOE ABLES<br>DIRECTOR                   | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (9) SCOTT BLALOCK<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (10) JACK BOONE<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (11) CHARLES BREITHAUPT<br>DIRECTOR         | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (12) DAVID BULL<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (13) KRISTI CARTER<br>DIRECTOR              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (14) JERRY CONWAY<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (15) STEVE DEWIRE<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (16) TED HIBLER<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (17) PAULA HUI<br>DIRECTOR                  | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title  | (B)<br>Average hours per week<br>(list any hours for related organizations below line) | (C)<br>Position<br>(do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization<br>(W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations<br>(W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|--|--|-----------------------|---------|--------------|------------------------------|--------|---|--|---|
|  |  | Individual trustee or director   | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |   |  |   |
| (18) GEORGE LUC<br>DIRECTOR  | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (19) ARCHIE MCAFEE<br>DIRECTOR                                       | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (20) DENNIS MCDANIEL<br>DIRECTOR                                     | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (21) TEDDY MCDANIEL<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (22) ROGER MILLAR<br>DIRECTOR  | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (23) JEFF NEWBERG<br>DIRECTOR  | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (24) FORREST PREECE<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (25) ANTHONY SNIPES<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| (26) FRANK SPILLMAN<br>DIRECTOR                                      | 1.00   | X  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| <b>1b Sub-total</b> .....  |  |  |                       |         |              |                              |        | 0.  | 0.   | 0.  |
| <b>c Total from continuation sheets to Part VII, Section A</b> ..... |  |  |                       |         |              |                              |        | 1,666,012.  | 0.   | 99,424.   |
| <b>d Total (add lines 1b and 1c)</b> .....                           |  |  |                       |         |              |                              |        | 1,666,012.  | 0.   | 99,424.   |

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **9**

|   | Yes | No |
|---|-----|----|
| <b>3</b> Did the organization list any <b>former</b> officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual .....                                       |     | X  |
| <b>4</b> For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual ..... | X   |    |
| <b>5</b> Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person .....                       |     | X  |

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

| (A)<br>Name and business address | (B)<br>Description of services | (C)<br>Compensation |
|----------------------------------|--------------------------------|---------------------|
| NONE                             |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **0**

SEE PART VII, SECTION A CONTINUATION SHEETS

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title                                    | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position (check all that apply) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|---|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|  |   | Individual trustee or director         | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (27) TOM STACY<br>DIRECTOR                               | 1.00  | X                                      |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (28) JAMES WALSH<br>DIRECTOR                             | 1.00  | X                                      |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (29) ROBERT WATSON<br>DIRECTOR                           | 1.00  | X                                      |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (30) ROBERT LANDER<br>PRESIDENT & CEO                    | 40.00   |  |                       | X       |              |                              |        | 450,441.   | 0.  | 19,297.   |
| (31) MARY KAY HACKLEY<br>VICE PRESIDENT-STRATEGIC A      | 40.00   |  |                       | X       |              |                              |        | 125,359.   | 0.  | 5,316.  |
| (32) ROBERT HAMPTON<br>VICE PRESIDENT-SALES              | 40.00   |  |                       | X       |              |                              |        | 172,661.   | 0.  | 18,549.   |
| (33) JULIE HART<br>VICE PRESIDENT-FINANCE & O            | 40.00   |  |                       | X       |              |                              |        | 165,557.   | 0.  | 9,004.  |
| (34) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALE      | 40.00   |  |                       | X       |              |                              |        | 215,472.   | 0.  | 27,324.   |
| (35) JULIE CHASE<br>VICE PRESIDENT - MARKETING/TOURISM   | 40.00   |  |                       | X       |              |                              |        | 155,318.   | 0.  | 5,466.  |
| (36) SARAH MCCABE<br>DIRECTOR - CENTRAL REGIONAL SALES   | 40.00   |  |                       |         |              | X                            |        | 117,908.   | 0.  | 5,120.  |
| (37) JAMES DOHERTY<br>DIRECTOR - EASTERN REGIONAL SALES  | 40.00   |  |                       |         |              | X                            |        | 131,302.   | 0.  | 4,017.  |
| (38) KRISTEN PARKER<br>DIRECTOR - EASTERN REGIONAL SALES | 40.00   |  |                       |         |              | X                            |        | 131,994.   | 0.  | 5,331.  |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
| Total to Part VII, Section A, line 1c                    |   |  |                       |         |              |                              |        | 1,666,012.   |   | 99,424.   |

**Part VIII Statement of Revenue**Check if Schedule O contains a response or note to any line in this Part VIII ☐

|   |  |                                | (A)<br>Total revenue | (B)<br>Related or<br>exempt function<br>revenue | (C)<br>Unrelated<br>business<br>revenue | (D)<br>Revenue excluded<br>from tax under<br>sections<br>512 - 514 |
|---|--|--------------------------------|----------------------|---|---|--|
| <b>Contributions, Gifts, Grants<br/>and Other Similar Amounts</b> | <b>1 a</b> Federated campaigns .....   | <b>1a</b>                      |                      |   |   |  |
|   | <b>b</b> Membership dues .....   | <b>1b</b>                      |                      |   |   |  |
|   | <b>c</b> Fundraising events .....  | <b>1c</b>                      |                      |   |   |  |
|   | <b>d</b> Related organizations .....   | <b>1d</b>                      |                      |   |   |  |
|   | <b>e</b> Government grants (contributions) .....   | <b>1e</b>                      |                      |   |   |  |
|   | <b>f</b> All other contributions, gifts, grants, and<br>similar amounts not included above .....   | <b>1f</b>                      |                      |   |   |  |
|   | <b>g</b> Noncash contributions included in lines 1a-1f: \$ .....   |                                |                      |   |   |  |
|   | <b>h Total.</b> Add lines 1a-1f .....  |                                |                      |   |   |  |
| <b>Program Service<br/>Revenue</b>                                | <b>2 a</b> GOV'T CONTRACTS-AUSTIN .....  | <b>Business Code</b><br>900099 | 11,032,841.          | 11,032,841.                                     |   |  |
|   | <b>b</b> SPONSORSHIPS .....  | 900099                         | 345,289.             | 345,289.  |   |  |
|   | <b>c</b> HOUSING & REGISTRATION SERVICES .....   | 900099                         | 270,395.             | 270,395.  |   |  |
|   | <b>d</b> BROCHURE RACK PLACEMENT .....   | 900099                         | 12,839.              | 12,839.   |   |  |
|   | <b>e</b> .....   |                                |                      |   |   |  |
|   | <b>f</b> All other program service revenue .....   |                                |                      |   |   |  |
|   | <b>g Total.</b> Add lines 2a-2f .....  |                                | 11,661,364.          |   |   |  |
|   | <b>3</b> Investment income (including dividends, interest, and<br>other similar amounts) .....   |                                | 1,060.               |   |   | 1,060.   |
| <b>4</b> Income from investment of tax-exempt bond proceeds ..... |  |                                |                      |   |   |  |
| <b>5</b> Royalties .....  |  | 214.                           |                      |   | 214.                                    |  |
| <b>Other Revenue</b>  | <b>6 a</b> Gross rents .....   | (i) Real (ii) Personal         |                      |   |   |  |
|   | <b>b</b> Less: rental expenses .....   |                                |                      |   |   |  |
|   | <b>c</b> Rental income or (loss) .....   |                                |                      |   |   |  |
|   | <b>d</b> Net rental income or (loss) .....   |                                |                      |   |   |  |
|   | <b>7 a</b> Gross amount from sales of<br>assets other than inventory .....   | (i) Securities (ii) Other      |                      |   |   |  |
|   | <b>b</b> Less: cost or other basis<br>and sales expenses .....   |                                |                      |   |   |  |
|   | <b>c</b> Gain or (loss) .....  |                                |                      |   |   |  |
|   | <b>d</b> Net gain or (loss) .....  |                                |                      |   |   |  |
|   | <b>8 a</b> Gross income from fundraising events (not<br>including \$ _____ of<br>contributions reported on line 1c). See<br>Part IV, line 18 ..... | <b>a</b>                       |                      |   |   |  |
|   | <b>b</b> Less: direct expenses .....   | <b>b</b>                       |                      |   |   |  |
|   | <b>c</b> Net income or (loss) from fundraising events .....  |                                |                      |   |   |  |
|   | <b>9 a</b> Gross income from gaming activities. See<br>Part IV, line 19 .....  | <b>a</b>                       |                      |   |   |  |
|   | <b>b</b> Less: direct expenses .....   | <b>b</b>                       |                      |   |   |  |
|   | <b>c</b> Net income or (loss) from gaming activities .....   |                                |                      |   |   |  |
|   | <b>10 a</b> Gross sales of inventory, less returns<br>and allowances .....   | <b>a</b> 977,142.              |                      |   |   |  |
|   | <b>b</b> Less: cost of goods sold .....  | <b>b</b> 744,276.              |                      |   |   |  |
|   | <b>c</b> Net income or (loss) from sales of inventory .....  |                                | 232,866.             | 232,866.  |   |  |
|   | <b>Miscellaneous Revenue</b>   |                                | <b>Business Code</b> |   |   |  |
| <b>11 a</b> OTHER REVENUE .....                                   | 900099   | 11,515.                        | 11,515.              |   |   |  |
| <b>b</b> .....  |  |                                |                      |   |   |  |
| <b>c</b> .....  |  |                                |                      |   |   |  |
| <b>d</b> All other revenue .....                                  |  |                                |                      |   |   |  |
| <b>e Total.</b> Add lines 11a-11d .....                           |  | 11,515.                        |                      |   |   |  |
| <b>12 Total revenue.</b> See instructions. ....                   |  | 11,907,019.                    | 11,905,745.          | 0.  | 1,274.                                  |  |

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.   | (A)<br>Total expenses | (B)<br>Program service expenses | (C)<br>Management and general expenses | (D)<br>Fundraising expenses |
|--|-----------------------|---------------------------------|--|-----------------------------|
| <b>1</b> Grants and other assistance to governments and organizations in the United States. See Part IV, line 21   | 140,881.              |                                 |  |                             |
| <b>2</b> Grants and other assistance to individuals in the United States. See Part IV, line 22   |                       |                                 |  |                             |
| <b>3</b> Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16  |                       |                                 |  |                             |
| <b>4</b> Benefits paid to or for members   |                       |                                 |  |                             |
| <b>5</b> Compensation of current officers, directors, trustees, and key employees  | 1,369,762.            |                                 |  |                             |
| <b>6</b> Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)   |                       |                                 |  |                             |
| <b>7</b> Other salaries and wages  | 2,580,526.            |                                 |  |                             |
| <b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)  | 192,932.              |                                 |  |                             |
| <b>9</b> Other employee benefits   | 473,949.              |                                 |  |                             |
| <b>10</b> Payroll taxes  | 310,192.              |                                 |  |                             |
| <b>11</b> Fees for services (non-employees):   |                       |                                 |  |                             |
| <b>a</b> Management  |                       |                                 |  |                             |
| <b>b</b> Legal   | 8,600.                |                                 |  |                             |
| <b>c</b> Accounting  | 20,750.               |                                 |  |                             |
| <b>d</b> Lobbying  |                       |                                 |  |                             |
| <b>e</b> Professional fundraising services. See Part IV, line 17   |                       |                                 |  |                             |
| <b>f</b> Investment management fees  |                       |                                 |  |                             |
| <b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)   | 142,813.              |                                 |  |                             |
| <b>12</b> Advertising and promotion  | 2,613,453.            |                                 |  |                             |
| <b>13</b> Office expenses  | 499,904.              |                                 |  |                             |
| <b>14</b> Information technology   |                       |                                 |  |                             |
| <b>15</b> Royalties  |                       |                                 |  |                             |
| <b>16</b> Occupancy  | 482,764.              |                                 |  |                             |
| <b>17</b> Travel   | 495,221.              |                                 |  |                             |
| <b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials   |                       |                                 |  |                             |
| <b>19</b> Conferences, conventions, and meetings   | 656,116.              |                                 |  |                             |
| <b>20</b> Interest   | 12,931.               |                                 |  |                             |
| <b>21</b> Payments to affiliates   | 268,506.              |                                 |  |                             |
| <b>22</b> Depreciation, depletion, and amortization  | 121,144.              |                                 |  |                             |
| <b>23</b> Insurance  | 42,798.               |                                 |  |                             |
| <b>24</b> Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.) |                       |                                 |  |                             |
| <b>a DUES AND SUBSCRIPTIONS</b>  | 93,164.               |                                 |  |                             |
| <b>b RESEARCH</b>  | 73,468.               |                                 |  |                             |
| <b>c MISCELLANEOUS</b>   | 28,796.               |                                 |  |                             |
| <b>d</b>   |                       |                                 |  |                             |
| <b>e</b> All other expenses  |                       |                                 |  |                             |
| <b>25 Total functional expenses.</b> Add lines 1 through 24e   | 10,628,670.           |                                 |  |                             |
| <b>26 Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.                                     |                       |                                 |  |                             |

Check here ☐ if following SOP 98-2 (ASC 958-720)

**Part X Balance Sheet**Check if Schedule O contains a response or note to any line in this Part X ☐

|  |  | (A)<br>Beginning of year |            | (B)<br>End of year |
|--|--|--------------------------|------------|--------------------|
| <b>Assets</b>  | <b>1</b> Cash - non-interest-bearing .....   | 1,291.                   | <b>1</b>   | 1,291.             |
|  | <b>2</b> Savings and temporary cash investments .....  | 1,873,180.               | <b>2</b>   | 3,203,099.         |
|  | <b>3</b> Pledges and grants receivable, net .....  |                          | <b>3</b>   |                    |
|  | <b>4</b> Accounts receivable, net .....  | 1,192,502.               | <b>4</b>   | 1,024,265.         |
|  | <b>5</b> Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....   |                          | <b>5</b>   |                    |
|  | <b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L ..... |                          | <b>6</b>   |                    |
|  | <b>7</b> Notes and loans receivable, net .....   |                          | <b>7</b>   |                    |
|  | <b>8</b> Inventories for sale or use .....   | 194,181.                 | <b>8</b>   | 262,746.           |
|  | <b>9</b> Prepaid expenses and deferred charges .....   | 282,785.                 | <b>9</b>   | 224,003.           |
|  | <b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....   | 10a 1,703,873.           |            |                    |
|  | <b>b</b> Less: accumulated depreciation .....  | 10b 601,358.             |            |                    |
|  |  | 143,926.                 | <b>10c</b> | 1,102,515.         |
|  | <b>11</b> Investments - publicly traded securities .....   | 276,347.                 | <b>11</b>  | 313,040.           |
|  | <b>12</b> Investments - other securities. See Part IV, line 11 .....   |                          | <b>12</b>  |                    |
|  | <b>13</b> Investments - program-related. See Part IV, line 11 .....  |                          | <b>13</b>  |                    |
|  | <b>14</b> Intangible assets .....  |                          | <b>14</b>  |                    |
| <b>15</b> Other assets. See Part IV, line 11 .....                               | 21,958.  | <b>15</b>                | 25,420.    |                    |
| <b>16</b> <b>Total assets.</b> Add lines 1 through 15 (must equal line 34) ..... | 3,986,170.   | <b>16</b>                | 6,156,379. |                    |
| <b>Liabilities</b>   | <b>17</b> Accounts payable and accrued expenses .....  | 239,365.                 | <b>17</b>  | 381,909.           |
|  | <b>18</b> Grants payable .....   | 352,149.                 | <b>18</b>  | 315,296.           |
|  | <b>19</b> Deferred revenue .....   | 11,750.                  | <b>19</b>  | 9,250.             |
|  | <b>20</b> Tax-exempt bond liabilities .....  |                          | <b>20</b>  |                    |
|  | <b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D .....  |                          | <b>21</b>  |                    |
|  | <b>22</b> Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....   |                          | <b>22</b>  |                    |
|  | <b>23</b> Secured mortgages and notes payable to unrelated third parties .....   | 5,829.                   | <b>23</b>  | 755,055.           |
|  | <b>24</b> Unsecured notes and loans payable to unrelated third parties .....   |                          | <b>24</b>  |                    |
|  | <b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....  | 305,116.                 | <b>25</b>  | 308,730.           |
|  | <b>26</b> <b>Total liabilities.</b> Add lines 17 through 25 .....  | 914,209.                 | <b>26</b>  | 1,770,240.         |
| <b>Net Assets or Fund Balances</b>   | <b>Organizations that follow SFAS 117 (ASC 958), check here</b> <input checked="" type="checkbox"/> <b>and complete lines 27 through 29, and lines 33 and 34.</b>  |                          |            |                    |
|  | <b>27</b> Unrestricted net assets .....  | 3,067,586.               | <b>27</b>  | 4,381,764.         |
|  | <b>28</b> Temporarily restricted net assets .....  | 4,375.                   | <b>28</b>  | 4,375.             |
|  | <b>29</b> Permanently restricted net assets .....  |                          | <b>29</b>  |                    |
|  | <b>Organizations that do not follow SFAS 117 (ASC 958), check here</b> <input type="checkbox"/> <b>and complete lines 30 through 34.</b>   |                          |            |                    |
|  | <b>30</b> Capital stock or trust principal, or current funds .....   |                          | <b>30</b>  |                    |
|  | <b>31</b> Paid-in or capital surplus, or land, building, or equipment fund .....   |                          | <b>31</b>  |                    |
|  | <b>32</b> Retained earnings, endowment, accumulated income, or other funds .....   |                          | <b>32</b>  |                    |
|  | <b>33</b> <b>Total net assets or fund balances</b> .....   | 3,071,961.               | <b>33</b>  | 4,386,139.         |
| <b>34</b> <b>Total liabilities and net assets/fund balances</b> .....            | 3,986,170.   | <b>34</b>                | 6,156,379. |                    |

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response or note to any line in this Part XI ☐

|           |  |           |             |
|-----------|--|-----------|-------------|
| <b>1</b>  | Total revenue (must equal Part VIII, column (A), line 12)  | <b>1</b>  | 11,907,019. |
| <b>2</b>  | Total expenses (must equal Part IX, column (A), line 25)   | <b>2</b>  | 10,628,670. |
| <b>3</b>  | Revenue less expenses. Subtract line 2 from line 1   | <b>3</b>  | 1,278,349.  |
| <b>4</b>  | Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))                      | <b>4</b>  | 3,071,961.  |
| <b>5</b>  | Net unrealized gains (losses) on investments   | <b>5</b>  | 35,829.     |
| <b>6</b>  | Donated services and use of facilities   | <b>6</b>  |             |
| <b>7</b>  | Investment expenses  | <b>7</b>  |             |
| <b>8</b>  | Prior period adjustments   | <b>8</b>  |             |
| <b>9</b>  | Other changes in net assets or fund balances (explain in Schedule O)   | <b>9</b>  | 0.          |
| <b>10</b> | Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B)) | <b>10</b> | 4,386,139.  |

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response or note to any line in this Part XII ☒

|   | Yes | No |
|---|-----|----|
| <b>1</b> Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____<br>If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.  |     |    |
| <b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant?<br>If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis |     | X  |
| <b>b</b> Were the organization's financial statements audited by an independent accountant?<br>If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis                 | X   |    |
| <b>c</b> If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?<br>If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.  | X   |    |
| <b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?  |     | X  |
| <b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits   |     |    |

Form 990 (2013)

**SCHEDULE D**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

▶ **Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**  
▶ **Attach to Form 990.**

▶ **Information about Schedule D (Form 990) and its instructions is at** [www.irs.gov/form990](http://www.irs.gov/form990)

OMB No. 1545-0047

**2013**

**Open to Public  
Inspection**

**Name of the organization**

AUSTIN CONVENTION AND VISITORS BUREAU

**Employer identification number**

75-2648097

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

|  | (a) Donor advised funds | (b) Funds and other accounts |
|--|-------------------------|------------------------------|
| 1 Total number at end of year .....  |                         |                              |
| 2 Aggregate contributions to (during year) .....   |                         |                              |
| 3 Aggregate grants from (during year) .....  |                         |                              |
| 4 Aggregate value at end of year .....   |                         |                              |
| 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? <input type="checkbox"/> Yes <input type="checkbox"/> No  |                         |                              |
| 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? <input type="checkbox"/> Yes <input type="checkbox"/> No |                         |                              |

**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

|  |  |
|--|--|
| <input type="checkbox"/> Preservation of land for public use (e.g., recreation or education) | <input type="checkbox"/> Preservation of an historically important land area |
| <input type="checkbox"/> Protection of natural habitat                                       | <input type="checkbox"/> Preservation of a certified historic structure      |
| <input type="checkbox"/> Preservation of open space  |  |

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

|  | Held at the End of the Tax Year |
|--|---------------------------------|
| a Total number of conservation easements .....   | 2a                              |
| b Total acreage restricted by conservation easements .....   | 2b                              |
| c Number of conservation easements on a certified historic structure included in (a) .....   | 2c                              |
| d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register ..... | 2d                              |

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ .....

4 Number of states where property subject to conservation easement is located ▶ .....

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ .....

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ .....

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

|  |            |
|--|------------|
| (i) Revenues included in Form 990, Part VIII, line 1 ..... | ▶ \$ ..... |
| (ii) Assets included in Form 990, Part X .....             | ▶ \$ ..... |

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

|  |            |
|--|------------|
| a Revenues included in Form 990, Part VIII, line 1 ..... | ▶ \$ ..... |
| b Assets included in Form 990, Part X .....              | ▶ \$ ..... |



**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a ☐ Public exhibition  
 b ☐ Scholarly research  
 c ☐ Preservation for future generations  
 d ☐ Loan or exchange programs  
 e ☐ Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

|                                 | Amount |
|---------------------------------|--------|
| c Beginning balance             | 1c     |
| d Additions during the year     | 1d     |
| e Distributions during the year | 1e     |
| f Ending balance                | 1f     |

2a Did the organization include an amount on Form 990, Part X, line 21? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII ☐

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

|  | (a) Current year | (b) Prior year | (c) Two years back | (d) Three years back | (e) Four years back |
|--|------------------|----------------|--------------------|----------------------|---------------------|
| 1a Beginning of year balance                     |                  |                |                    |                      |                     |
| b Contributions                                  |                  |                |                    |                      |                     |
| c Net investment earnings, gains, and losses     |                  |                |                    |                      |                     |
| d Grants or scholarships                         |                  |                |                    |                      |                     |
| e Other expenditures for facilities and programs |                  |                |                    |                      |                     |
| f Administrative expenses                        |                  |                |                    |                      |                     |
| g End of year balance                            |                  |                |                    |                      |                     |

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment ☐ %  
 b Permanent endowment ☐ %  
 c Temporarily restricted endowment ☐ %

The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations  
 (ii) related organizations

|        | Yes | No |
|--------|-----|----|
| 3a(i)  |     |    |
| 3a(ii) |     |    |
| 3b     |     |    |

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? ☐

4 Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

| Description of property  | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|---------------------------------|------------------------------|----------------|
| 1a Land  |                                      |                                 |                              |                |
| b Buildings  |                                      |                                 |                              |                |
| c Leasehold improvements   |                                      | 999,978.                        | 352,928.                     | 647,050.       |
| d Equipment  |                                      | 668,247.                        | 235,848.                     | 432,399.       |
| e Other  |                                      | 35,648.                         | 12,582.                      | 23,066.        |
| <b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) |                                      |                                 |                              | 1,102,515.     |

**Part VII Investments - Other Securities.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

| (a) Description of security or category (including name of security)      | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) Financial derivatives .....   |                |   |
| (2) Closely-held equity interests .....                                   |                |   |
| (3) Other .....   |                |   |
| (A) .....   |                |   |
| (B) .....   |                |   |
| (C) .....   |                |   |
| (D) .....   |                |   |
| (E) .....   |                |   |
| (F) .....   |                |   |
| (G) .....   |                |   |
| (H) .....   |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶ |                |   |

**Part VIII Investments - Program Related.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

| (a) Description of investment   | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) .....   |                |   |
| (2) .....   |                |   |
| (3) .....   |                |   |
| (4) .....   |                |   |
| (5) .....   |                |   |
| (6) .....   |                |   |
| (7) .....   |                |   |
| (8) .....   |                |   |
| (9) .....   |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶ |                |   |

**Part IX Other Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

| (a) Description   | (b) Book value |
|---|----------------|
| (1) .....   |                |
| (2) .....   |                |
| (3) .....   |                |
| (4) .....   |                |
| (5) .....   |                |
| (6) .....   |                |
| (7) .....   |                |
| (8) .....   |                |
| (9) .....   |                |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶ |                |

**Part X Other Liabilities.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

| 1. (a) Description of liability   | (b) Book value |  |
|---|----------------|--|
| (1) Federal income taxes  |                |  |
| (2) DEFERRED COMPENSATION OBLIGATION  | 293,454.       |  |
| (3) DEFERRED LEASE OBLIGATION   | 15,276.        |  |
| (4) .....   |                |  |
| (5) .....   |                |  |
| (6) .....   |                |  |
| (7) .....   |                |  |
| (8) .....   |                |  |
| (9) .....   |                |  |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶ | 308,730.       |  |

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ☐

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

|          |  |           |             |
|----------|--|-----------|-------------|
| <b>1</b> | Total revenue, gains, and other support per audited financial statements                       | <b>1</b>  | 12,700,901. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part VIII, line 12:                            |           |             |
| <b>a</b> | Net unrealized gains on investments  | <b>2a</b> | 35,829.     |
| <b>b</b> | Donated services and use of facilities   | <b>2b</b> | 758,053.    |
| <b>c</b> | Recoveries of prior year grants  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)   | <b>2d</b> |             |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>  | <b>2e</b> | 793,882.    |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>   | <b>3</b>  | 11,907,019. |
| <b>4</b> | Amounts included on Form 990, Part VIII, line 12, but not on line 1:                           |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                               | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)   | <b>4b</b> |             |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>  | <b>4c</b> | 0.          |
| <b>5</b> | Total revenue. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12.) | <b>5</b>  | 11,907,019. |

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

|          |   |           |             |
|----------|---|-----------|-------------|
| <b>1</b> | Total expenses and losses per audited financial statements                                      | <b>1</b>  | 11,415,290. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part IX, line 25:                               |           |             |
| <b>a</b> | Donated services and use of facilities  | <b>2a</b> | 758,053.    |
| <b>b</b> | Prior year adjustments  | <b>2b</b> |             |
| <b>c</b> | Other losses  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)  | <b>2d</b> | 28,567.     |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>   | <b>2e</b> | 786,620.    |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>  | <b>3</b>  | 10,628,670. |
| <b>4</b> | Amounts included on Form 990, Part IX, line 25, but not on line 1:                              |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                                | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)  | <b>4b</b> |             |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>   | <b>4c</b> | 0.          |
| <b>5</b> | Total expenses. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18.) | <b>5</b>  | 10,628,670. |

**Part XIII Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART XII, LINE 2D - OTHER ADJUSTMENTS:**

AUSTIN COMMISSION ON SPORTS

28,567.

**SCHEDULE I**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**  
Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.

▶ **Attach to Form 990.**

▶ **Information about Schedule I (Form 990) and its instructions is at** [www.irs.gov/form990](http://www.irs.gov/form990)

OMB No. 1545-0047

**2013**

**Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

**Employer identification number**  
**75-2648097**

**Part I** **General Information on Grants and Assistance**

- 1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☒ **Yes** ☐ **No**
- 2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II** **Grants and Other Assistance to Governments and Organizations in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

| <b>1 (a)</b> Name and address of organization or government   | <b>(b)</b> EIN | <b>(c)</b> IRC section if applicable | <b>(d)</b> Amount of cash grant | <b>(e)</b> Amount of non-cash assistance | <b>(f)</b> Method of valuation (book, FMV, appraisal, other) | <b>(g)</b> Description of non-cash assistance | <b>(h)</b> Purpose of grant or assistance |
|---|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| AUSTIN THEATRE ALLIANCE, STATESIDE THEATRE - 714 CONGRESS AVENUE - AUSTIN, TX 78701                   | 74-2975923     | 501(C)(3)                            | 47,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| CITY OF AUSTIN, PARKS AND RECREATION DEPARTMENT - 200 SOUTH LAMAR BLVD - AUSTIN, TX 78704             | 74-6000085     | N/A                                  | 42,455.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| HERITAGE SOCIETY OF AUSTIN, PIONEER FARMS - P.O. BOX 2113 - AUSTIN, TX 78768                          | 74-6060685     | 501(C)(3)                            | 32,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| AUSTIN SYMPHONY ORCHESTRA<br>1101 RED RIVER STREET<br>AUSTIN, TX 78701                                | 74-6000068     | 501(C)(3)                            | 28,650.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| NATIONAL SOCIETY OF COLONIAL DAMES OF AMERICA IN TEXAS - 2310 SAN GABRIEL STREET - AUSTIN, TX 78704   | 74-1400026     | 501(C)(3)                            | 12,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| DAUGHTERS OF THE REPUBLIC OF TEXAS, FRENCH LEGATION MUSEUM - 802 SAN MARCOS STREET - AUSTIN, TX 78702 | 74-1193444     | 501(C)(3)                            | 6,569.                          | 0.                                       |  |   | HISTORICAL PRESERVATION                   |

**2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table **6.**

**3** Enter total number of other organizations listed in the line 1 table

**LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

**Schedule I (Form 990) (2013)**

**Part III**

**Grants and Other Assistance to Individuals in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22.  
Part III can be duplicated if additional space is needed.

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of non-cash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of non-cash assistance |
|---------------------------------|--------------------------|--------------------------|-----------------------------------|---|--|
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |

**Part IV**

**Supplemental Information.** Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

**PART I, LINE 2:**

**EXPLANATION: THE AUSTIN CITY COUNCIL APPROVES THE TOTAL ACVB**

**BUDGET/MARKETING PLAN, WHICH INCLUDES THE HERITAGE GRANTS, BUT DOES NOT**

**ALLOCATE A SPECIFIC AMOUNT FOR HERITAGE GRANTS. THE GRANT APPLICATIONS ARE**

**THEN REVIEWED BY ACVB AND THOSE THAT ARE APPROVED BY ACVB ARE THEN**

**FORWARDED TO THE HISTORIC LANDMARK COMMISSION. THE COMMISSION DETERMINES**

**HOW MUCH EACH APPROVED GRANT APPLICANT WILL RECEIVE. ACVB IS IN CHARGE OF**

**DETERMINING THE TOTAL AMOUNT OF THE HERITAGE GRANTS TO BE GIVEN EACH YEAR**

**AND HAS DECISION AUTHORITY ON WHICH PROJECTS ARE ELIGIBLE FOR THE GRANTS.**

**Part IV** Supplemental Information

ACVB PAYS WHEN THE GRANTEE SUBMITS EXPENSES FOR REIMBURSEMENT AND A  
PHYSICAL INSPECTION IS DONE ON THE PROPERTY TO ENSURE THAT THE REPAIR WORK  
MET WITH THE GRANT SPECIFICATIONS.

**SCHEDULE J**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest  
Compensated Employees

- ▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 23.**  
▶ **Attach to Form 990.** ▶ **See separate instructions.**  
▶ **Information about Schedule J (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990)**

OMB No. 1545-0047

**2013**

**Open to Public  
Inspection**

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

**Part I Questions Regarding Compensation**

- 1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.
- |  |   |
|--|---|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use          |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence          |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)          |

- b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain .....

- 2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a? .....

- 3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee          | <input type="checkbox"/> Written employment contract                                |
| <input type="checkbox"/> Independent compensation consultant        | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

- 4** During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment? .....

- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? .....

- c** Participate in, or receive payment from, an equity-based compensation arrangement? .....

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.**

- 5** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization? .....

- b** Any related organization? .....

If "Yes" to line 5a or 5b, describe in Part III.

- 6** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization? .....

- b** Any related organization? .....

If "Yes" to line 6a or 6b, describe in Part III.

- 7** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III .....

- 8** Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III .....

- 9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? .....

Yes No

1b X

2 X

4a X

4b X

4c X

5a

5b

6a

6b

7

8

9

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

| (A) Name and Title                                    |      | (B) Breakdown of W-2 and/or 1099-MISC compensation |                                     |                                     | (C) Retirement and other deferred compensation | (D) Nontaxable benefits | (E) Total of columns (B)(i)-(D) | (F) Compensation reported as deferred in prior Form 990 |
|---|------|--|-------------------------------------|-------------------------------------|--|-------------------------|---------------------------------|---|
|   |      | (i) Base compensation                              | (ii) Bonus & incentive compensation | (iii) Other reportable compensation |  |                         |                                 |   |
| (1) ROBERT LANDER<br>PRESIDENT & CEO                  | (i)  | 329,362.   | 79,876.                             | 41,203.                             | 12,756.  | 6,541.                  | 469,738.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (2) ROBERT HAMPTON<br>VICE PRESIDENT-SALES            | (i)  | 119,844.   | 28,840.                             | 23,977.                             | 6,398.   | 12,151.                 | 191,210.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (3) JULIE HART<br>VICE PRESIDENT-FINANCE & O          | (i)  | 115,312.   | 27,563.                             | 22,682.                             | 6,115.   | 2,889.                  | 174,561.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (4) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALE    | (i)  | 157,597.   | 31,500.                             | 26,375.                             | 9,068.   | 18,256.                 | 242,796.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (5) JULIE CHASE<br>VICE PRESIDENT - MARKETING/TOURISM | (i)  | 116,465.   | 23,072.                             | 15,781.                             | 5,466.   | 0.                      | 160,784.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |



Part III

Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 1A:

EXPLANATION: THE ORGANIZATION PROVIDES HEALTH CLUB DUES FOR THE  
CEO/PRESIDENT AS PART OF HIS EMPLOYMENT CONTRACT.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990)

OMB No. 1545-0047

**2013**

Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

CONVENTION MANAGEMENT ASSOCIATION IN JANUARY 2017 BRINGING 11,264 HOTEL  
ROOM NIGHTS AND AN ESTIMATED 4,100 ATTENDEES. ASSOCIATION OF CORPORATE  
COUNSEL IN OCTOBER 2018 BRINGING 7,035 HOTEL ROOM NIGHTS AND AN  
ESTIMATED 3,000 ATTENDEES.

THE AUSTIN FILM COMMISSION FACILITATED OVER 2,400 PRODUCTION LEADS AND  
GENERATED 108 LOCATION PACKAGES FOR POTENTIAL PROJECTS. PRODUCTION  
STARTS WERE AT 36 FOR THE YEAR, LEADING TO 840 PRODUCTION DAYS.

THE AUSTIN COMMISSION ON SPORTS GENERATED 107,612 TOTAL ROOM NIGHTS FOR  
AUSTIN HOTELS IN THE 2013/2014 FISCAL YEAR. SOME OF THE NOTABLE  
BOOKINGS INCLUDED THE FOLLOWING: 2014 ESPN X GAMES, FORMULA 1 US GRAND  
PRIX, LONESTAR SOCCER'S LABOR DAY CUP, AND THE 2014 AUSTIN MARATHON  
PRESENTED BY FREESCALE. THE ASC WAS ALSO BUSY SECURING EVENTS FOR THE  
FUTURE WITH A SUCCESSFUL BID OF THE PGA TOUR'S WORLD GOLF CHAMPIONSHIPS  
- MATCH PLAY SCHEDULED FOR 2016-2019.

CONVENTION SERVICES ASSISTED WITH 1,479 MEETINGS AND PROVIDED 6,258  
STAFF HOURS OF REGISTRATION ASSISTANCE FOR MEETINGS AND CONVENTIONS.  
ADDITIONALLY, CONVENTION SERVICES CONDUCTED 104 CONVENTION SITE  
VISITS/PLANNING MEETINGS. HOUSING HANDLED 15,328 GROUP RESERVATIONS.  
CONVENTION SERVICES ALSO MET WITH 83 LOCAL BUSINESSES TO EDUCATE THEM  
ON HOW THEY CAN BEST WORK WITH AND PROMOTE THEIR BUSINESSES TO THE  
CONVENTIONS MEETING IN AUSTIN.

|                                       |                                |
|---------------------------------------|--------------------------------|
| Name of the organization              | Employer identification number |
| AUSTIN CONVENTION AND VISITORS BUREAU | 75-2648097                     |

ACVB'S FY 2013/2014 ADVERTISING EFFORTS CONTINUED TO GENERATE AWARENESS OF AND INTEREST IN AUSTIN AS A TRAVEL DESTINATION THROUGH TARGETED MEDIA CHANNELS AND CREATIVE MESSAGING THAT EMPHASIZED THE LIVE MUSIC CAPITAL OF THE WORLD BRAND. THE CAMPAIGN GENERATED MORE THAN 70MM ONLINE DISPLAY IMPRESSIONS PUSHING NEARLY 200K CLICK-THROUGHS, 17MM IMPRESSIONS BETWEEN TWITTER AND FACEBOOK THAT EFFECTIVELY DOUBLED FOLLOWERS FOR BOTH CHANNELS AND 1MM SEARCH IMPRESSIONS PROVIDING 73K CLICKS AT AN EXTREMELY EFFICIENT \$1.22 COST PER CLICK.

AUSTIN'S ESTABLISHED DIGITAL EFFORTS ALSO CONTINUED TO GROW: FOR FY 2013/2014, WE HAD 1,676,723 UNIQUE VISITORS TO OUR DESKTOP/TABLET WEBSITE, AUSTINTEXAS.ORG - A 10% INCREASE OVER FY 2012/2013. OUR MOBILE WEBSITE ALSO HAD 445,612 UNIQUE VISITS DURING THAT SAME TIME PERIOD, WHICH WAS A 71% INCREASE OVER FY 2012/2013.

LOOKING AT SOCIAL MEDIA CHANNELS, AT FY 2013/2014 YEAR-END, OUR FACEBOOK FANS WERE UP 72%, VISITAUSTINTX TWITTER FOLLOWERS WERE UP 86% AND LEISURE EMAIL OPT-INS WERE UP 17% COMPARED TO FY 2012/2013.

INCREASING TRAVELER PREFERENCE AND USE OF DIGITAL MEDIA ALSO EXTENDS TO OUR PRINTED PUBLICATIONS AS EVIDENCED BY NUMBER OF VISITOR GUIDE VIRTUAL VIEWS: 28,380. VISITOR GUIDE (PRINTED) REQUESTS TOTALED 49,502.

IN 2013/2014, ACVB ALSO LAUNCHED THE AUSTIN INSIDER BLOG, WHICH SEES AN AVERAGE OF 10,000 PAGEVIEWS/MONTH.

PUBLICITY GENERATED BY THE COMMUNICATIONS DEPARTMENT FOR FY 2013/2014 TOTALED \$92,349,163 AND INCLUDED COVERAGE IN SUCH NATIONAL AND

|                                       |                                |
|---------------------------------------|--------------------------------|
| Name of the organization              | Employer identification number |
| AUSTIN CONVENTION AND VISITORS BUREAU | 75-2648097                     |

INTERNATIONAL MEDIA OUTLETS AS BBC, FORBES, TRAVEL & LEISURE, WALL STREET JOURNAL, YAHOO TRAVEL, THE SUN (UK), SUNRISE AUSTRALIA, AND HUFFINGTON POST.

BUILDING ON THE SUCCESS OF EXPERIENTIAL MARKETING WITH THE AUSTIN AIRSTREAM TRAILER, THE TRAILER HIT THE ROAD AGAIN IN NEW YORK CITY AND TORONTO FOR SEVEN DAYS OF MARKET ACTIVATIONS IN FY 2013/2014 TOTALING:

- 2,325 ONE-ON-ONE INTERACTIONS
- 388,749 ROAD IMPRESSIONS
- 2,052,403 MEDIA IMPRESSIONS (AT A VALUE OF \$214,245)
- 2,813,695 SOCIAL MEDIA IMPRESSIONS

FINALLY, TO HELP SUPPORT THE LAUNCH OF THE NEW BRITISH AIRWAYS NON-STOP FLIGHT FROM LONDON TO AUSTIN, ACVB SERVED AS THE TITLE SPONSOR OF NEW MUSICAL EXPRESS (NME) AWARDS AND TOUR IN THE UNITED KINGDOM. THIS ROBUST SPONSORSHIP ALLOWED FOR AUSTIN EXPOSURE IN THE NME MAGAZINE, NME.COM, THE NME AWARDS LONDON SHOWS AND AWARDS CEREMONY. THIS FIRST OF ITS KIND BRANDING CAMPAIGN BEGAN IN NOVEMBER AND RAN THROUGH THE AWARDS CEREMONY ON FEBRUARY 26, 2014. AS A RESULT, THE CAMPAIGN WON A DESTINY AWARD FOR NICHE TARGETING AT THE 2014 ESTO CONFERENCE AND GENERATED \$2,300,000 IN PR VALUE, \$3,240,000 IN MEDIA VALUE AND \$564,000 IN PROMOTIONAL VALUE TOTALING \$6,104,000.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

TO PERFORM, STARTED "LOCAL & LIVE" A MONTHLY MUSIC SERIES AT THE AUSTIN VISITOR CENTER, AND COLLABORATED WITH THE GOOD MUSIC CLUB. THE MUSIC INDUSTRY MANAGER WAS A MEMBER OF THE FOLLOWING COMMITTEES: HAAM (HEALTH ALLIANCE FOR AUSTIN MUSICIANS) HAAM BENEFIT DAY, SIMS FOUNDATION ANNUAL

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

GALA, ATX MUSIC EXPO, AND JOINED THE BOARD FOR THE AUSTIN MUSIC FOUNDATION.

FORM 990, PART III, LINE 4C, PROGRAM SERVICE ACCOMPLISHMENTS:

AUSTINTEXAS.ORG WEBSITE TO INCLUDE HOTEL ACCOMMODATIONS, ATTRACTIONS, AND DEALS. IN 2014, THERE WERE 396 ONLINE BOOKINGS THROUGH OUR CONTRACTED BROKER.

FORM 990, PART VI, SECTION B, LINE 11:

EXPLANATION: THE FORM 990 IS REVIEWED BY SENIOR STAFF, THE EXECUTIVE COMMITTEE AND THE BOARD OF DIRECTORS PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C:

EXPLANATION: THE ORGANIZATION REVIEWS THE REQUIRED ANNUAL DISCLOSURES AS PROVIDED BY OFFICERS, DIRECTORS AND KEY EMPLOYEES TO ENSURE COMPLIANCE WITH THE CONFLICT OF INTEREST POLICY.

FORM 990, PART VI, SECTION B, LINE 15:

EXPLANATION: A SURVEY OF SALARY INFORMATION IS PROVIDED BY THE DESTINATION MARKETING ASSOCIATION INTERNATIONAL AND IS USED IN DETERMINING COMPENSATION IN CONJUNCTION WITH REVIEWS BASED ON OBJECTIVE CRITERIA.

FORM 990, PART VI, SECTION C, LINE 19:

EXPLANATION: THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST.

FORM 990, PART XII, LINE 2C:

|                          |                                       |                                |            |
|--------------------------|---------------------------------------|--------------------------------|------------|
| Name of the organization | AUSTIN CONVENTION AND VISITORS BUREAU | Employer identification number | 75-2648097 |
|--------------------------|---------------------------------------|--------------------------------|------------|

EXPLANATION: THE ORGANIZATION'S OVERSIGHT PROCESS AND ITS PROCESS FOR  
SELECTION OF AN INDEPENDENT ACCOUNTANT DID NOT CHANGE DURING THE TAX  
YEAR.

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.**  
▶ **Attach to Form 990.** ▶ **See separate instructions.**

OMB No. 1545-0047

**Open to Public Inspection**

**Employer identification number**  
75-2648097

| (a)<br>Name, address, and EIN (if applicable)<br>of disregarded entity | (b)<br>Primary activity | (c)<br>Legal domicile (state or<br>foreign country) | (d)<br>Total income | (e)<br>End-of-year assets | (f)<br>Direct controlling<br>entity |
|--|-------------------------|---|---------------------|---------------------------|-------------------------------------|
|  |                         |   |                     |                           |                                     |
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[illegible]

Schedule R (Form 990) 2013

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

| (a)<br>Name, address, and EIN<br>of related organization | (b)<br>Primary activity | (c)<br>Legal<br>domicile<br>(state or<br>foreign<br>country) | (d)<br>Direct controlling<br>entity | (e)<br>Predominant income<br>(related, unrelated,<br>excluded from tax under<br>sections 512-514) | (f)<br>Share of total<br>income | (g)<br>Share of<br>end-of-year<br>assets | (h)<br>Disproportionate<br>allocations? |    | (i)<br>Code V-UBI<br>amount in box<br>20 of Schedule<br>K-1 (Form 1065) | (j)<br>General or<br>managing<br>partner? |    | (k)<br>Percentage<br>ownership |
|--|-------------------------|--|-------------------------------------|---|---------------------------------|--|---|----|---|---|----|--------------------------------|
|  |                         |  |                                     |   |                                 |  | Yes                                     | No |   | Yes                                       | No |                                |
|  |                         |  |                                     |   |                                 |  |   |    |   |   |    |                                |
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**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

| (a)<br>Name, address, and EIN<br>of related organization | (b)<br>Primary activity | (c)<br>Legal domicile<br>(state or<br>foreign<br>country) | (d)<br>Direct controlling<br>entity | (e)<br>Type of entity<br>(C corp, S corp,<br>or trust) | (f)<br>Share of total<br>income | (g)<br>Share of<br>end-of-year<br>assets | (h)<br>Percentage<br>ownership | (i)<br>Section<br>512(b)(13)<br>controlled<br>entity? |    |
|--|-------------------------|---|-------------------------------------|--|---------------------------------|--|--------------------------------|---|----|
|  |                         |   |                                     |  |                                 |  |                                | Yes   | No |
|  |                         |   |                                     |  |                                 |  |                                |   |    |
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**Part V Transactions With Related Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.**1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

|   | Yes       | No       |
|---|-----------|----------|
| <b>a</b> Receipt of <b>(i)</b> interest <b>(ii)</b> annuities <b>(iii)</b> royalties or <b>(iv)</b> rent from a controlled entity ..... | <b>1a</b> | <b>X</b> |
| <b>b</b> Gift, grant, or capital contribution to related organization(s) .....  | <b>1b</b> | <b>X</b> |
| <b>c</b> Gift, grant, or capital contribution from related organization(s) .....  | <b>1c</b> | <b>X</b> |
| <b>d</b> Loans or loan guarantees to or for related organization(s) .....   | <b>1d</b> | <b>X</b> |
| <b>e</b> Loans or loan guarantees by related organization(s) .....  | <b>1e</b> | <b>X</b> |
| <b>f</b> Dividends from related organization(s) .....   | <b>1f</b> | <b>X</b> |
| <b>g</b> Sale of assets to related organization(s) .....  | <b>1g</b> | <b>X</b> |
| <b>h</b> Purchase of assets from related organization(s) .....  | <b>1h</b> | <b>X</b> |
| <b>i</b> Exchange of assets with related organization(s) .....  | <b>1i</b> | <b>X</b> |
| <b>j</b> Lease of facilities, equipment, or other assets to related organization(s) .....   | <b>1j</b> | <b>X</b> |
| <b>k</b> Lease of facilities, equipment, or other assets from related organization(s) .....   | <b>1k</b> | <b>X</b> |
| <b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) .....                           | <b>1l</b> | <b>X</b> |
| <b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) .....                            | <b>1m</b> | <b>X</b> |
| <b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....                            | <b>1n</b> | <b>X</b> |
| <b>o</b> Sharing of paid employees with related organization(s) .....   | <b>1o</b> | <b>X</b> |
| <b>p</b> Reimbursement paid to related organization(s) for expenses .....   | <b>1p</b> | <b>X</b> |
| <b>q</b> Reimbursement paid by related organization(s) for expenses .....   | <b>1q</b> | <b>X</b> |
| <b>r</b> Other transfer of cash or property to related organization(s) .....  | <b>1r</b> | <b>X</b> |
| <b>s</b> Other transfer of cash or property from related organization(s) .....  | <b>1s</b> | <b>X</b> |

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

| (a)<br>Name of related organization | (b)<br>Transaction<br>type (a-s) | (c)<br>Amount involved | (d)<br>Method of determining amount involved |
|-------------------------------------|----------------------------------|------------------------|--|
| (1)                                 |                                  |                        |  |
| (2)                                 |                                  |                        |  |
| (3)                                 |                                  |                        |  |
| (4)                                 |                                  |                        |  |
| (5)                                 |                                  |                        |  |
| (6)                                 |                                  |                        |  |

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

## Part VII Supplemental Information

Provide additional information for responses to questions on Schedule R (see instructions).

This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings on the page.

# TAX RETURN FILING INSTRUCTIONS

\*\* FORM 990 PUBLIC DISCLOSURE COPY \*\*

FOR THE YEAR ENDING

September 30, 2015

|  |  |
|--|--|
| Prepared for                                 | Ms. Gina Palmertree<br>Austin Convention & Visitor's Bureau<br>111 Congress Avenue No. 700<br>Austin, TX 78701 |
| Prepared by                                  | Maxwell Locke & Ritter LLP<br>401 Congress Avenue, Suite 1100<br>Austin, TX 78701-9682                         |
| Amount due or refund                         | Not applicable   |
| Make check payable to                        | Not applicable   |
| Mail tax return and check (if applicable) to | Not applicable   |
| Return must be mailed on or before           | Not applicable   |
| Special Instructions                         |  |

Form **990**Department of the Treasury  
Internal Revenue Service**Return of Organization Exempt From Income Tax**  
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

OMB No. 1545-0047

**2014**Open to Public  
Inspection

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**A** For the 2014 calendar year, or tax year beginning **OCT 1, 2014** and ending **SEP 30, 2015****B** Check if applicable:

- ☒ Address change  
☐ Name change  
☐ Initial return  
☐ Final return/terminated  
☐ Amended return  
☐ Application pending

**C** Name of organization**AUSTIN CONVENTION AND VISITORS BUREAU**

Doing business as

Number and street (or P.O. box if mail is not delivered to street address)

**111 CONGRESS AVENUE**

Room/suite

**700**

City or town, state or province, country, and ZIP or foreign postal code

**AUSTIN, TX 78701****F** Name and address of principal officer: **ROBERT LANDER****SAME AS C ABOVE****D** Employer identification number**75-2648097****E** Telephone number**512-474-5171****G** Gross receipts \$ **14,559,178.****H(a)** Is this a group returnfor subordinates? ☐ Yes ☒ No**H(b)** Are all subordinates included? ☐ Yes ☐ No

If "No," attach a list. (see instructions)

**H(c)** Group exemption number ▶**I** Tax-exempt status: ☐ 501(c)(3) ☒ 501(c) ( **6** ) ◀ (insert no.) ☐ 4947(a)(1) or ☐ 527**J** Website: ▶ **WWW.AUSTINTEXAS.ORG****K** Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other ▶**L** Year of formation: **1998** **M** State of legal domicile: **TX****Part I Summary**

|                                    |  |   |
|------------------------------------|--|---|
| <b>Activities &amp; Governance</b> | <b>1</b>   | Briefly describe the organization's mission or most significant activities: <b>MARKETING AUSTIN NATIONALLY AND INTERNATIONALLY AS A PREMIER BUSINESS AND LEISURE DESTINATION.</b> |
|                                    | <b>2</b>   | Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.   |
|                                    | <b>3</b>   | Number of voting members of the governing body (Part VI, line 1a) <b>27</b>   |
|                                    | <b>4</b>   | Number of independent voting members of the governing body (Part VI, line 1b) <b>27</b>   |
|                                    | <b>5</b>   | Total number of individuals employed in calendar year 2014 (Part V, line 2a) <b>69</b>  |
|                                    | <b>6</b>   | Total number of volunteers (estimate if necessary) <b>10</b>  |
|                                    | <b>7a</b>  | Total unrelated business revenue from Part VIII, column (C), line 12 <b>0.</b>  |
| <b>7b</b>                          | Net unrelated business taxable income from Form 990-T, line 34 <b>0.</b> |   |
| <b>Revenue</b>                     | <b>8</b>   | Contributions and grants (Part VIII, line 1h) <b>0.</b>   |
|                                    | <b>9</b>   | Program service revenue (Part VIII, line 2g) <b>11,661,364.</b>   |
|                                    | <b>10</b>  | Investment income (Part VIII, column (A), lines 3, 4, and 7d) <b>1,060.</b>   |
|                                    | <b>11</b>  | Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) <b>244,595.</b>  |
|                                    | <b>12</b>  | Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12) <b>11,907,019.</b>   |
| <b>Expenses</b>                    | <b>13</b>  | Grants and similar amounts paid (Part IX, column (A), lines 1-3) <b>140,881.</b>  |
|                                    | <b>14</b>  | Benefits paid to or for members (Part IX, column (A), line 4) <b>0.</b>   |
|                                    | <b>15</b>  | Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) <b>4,927,361.</b>   |
|                                    | <b>16a</b>   | Professional fundraising fees (Part IX, column (A), line 11e) <b>0.</b>   |
|                                    | <b>b</b>   | Total fundraising expenses (Part IX, column (D), line 25) <b>0.</b>   |
|                                    | <b>17</b>  | Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) <b>5,560,428.</b>  |
|                                    | <b>18</b>  | Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) <b>10,628,670.</b>  |
| <b>Net Assets or Fund Balances</b> | <b>19</b>  | Revenue less expenses. Subtract line 18 from line 12 <b>1,278,349.</b>  |
|                                    | <b>20</b>  | Total assets (Part X, line 16) <b>6,156,379.</b>  |
|                                    | <b>21</b>  | Total liabilities (Part X, line 26) <b>1,770,240.</b>   |
|                                    | <b>22</b>  | Net assets or fund balances. Subtract line 21 from line 20 <b>4,386,139.</b>  |

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

|   |   |                                |                               |   |                          |
|---|---|--------------------------------|-------------------------------|---|--------------------------|
| <b>Sign Here</b>  | Signature of officer  | Date                           |                               |   |                          |
|   | <b>GINA PALMERTREE, DIRECTOR OF FINANCE</b><br>Type or print name and title |                                |                               |   |                          |
| <b>Paid Preparer Use Only</b>   | Print/Type preparer's name<br><b>SEAN HOLCOMB</b>                           | Preparer's signature           | Date<br><b>08/05/16</b>       | Check if self-employed <input type="checkbox"/> | PTIN<br><b>P01249221</b> |
|   | Firm's name ▶ <b>MAXWELL LOCKE &amp; RITTER LLP</b>                         | Firm's EIN ▶ <b>74-2900215</b> | Phone no. <b>512-370-3200</b> |   |                          |
| Firm's address ▶ <b>401 CONGRESS AVENUE, SUITE 1100<br/>AUSTIN, TX 78701-9682</b> |   |                                |                               |   |                          |

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response or note to any line in this Part III ☒ **X**

**1** Briefly describe the organization's mission:  
**PROMOTING CONVENTIONS, TRAVEL AND TOURISM IN AND TO THE CITY OF AUSTIN, AND PROVIDING RELATED SERVICES TO CONVENTION ATTENDEES, TRAVELERS, AND TOURISTS.**

**2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? ☐ Yes ☒ No  
 If "Yes," describe these new services on Schedule O.

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No  
 If "Yes," describe these changes on Schedule O.

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

**4a** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
**THE AUSTIN FILM COMMISSION FACILITATED OVER 11,718 PRODUCTION LEADS AND GENERATED 126 LOCATION PACKAGES FOR POTENTIAL PROJECTS. PRODUCTION STARTS WERE AT 48 FOR THE YEAR, LEADING TO 900 PRODUCTION DAYS.**

**CONVENTION SERVICES ASSISTED WITH 1,657 MEETINGS AND PROVIDED 5,697.25 STAFF HOURS OF REGISTRATION ASSISTANCE FOR MEETINGS AND CONVENTIONS. ADDITIONALLY, CONVENTION SERVICES CONDUCTED 118 CONVENTION SITE VISITS/PLANNING MEETINGS. HOUSING HANDLED 12,753 GROUP RESERVATIONS. CONVENTION SERVICES ALSO MET WITH 141 LOCAL BUSINESSES TO EDUCATE THEM ON HOW THEY CAN BEST WORK WITH AND PROMOTE THEIR BUSINESSES TO THE CONVENTIONS MEETING IN AUSTIN.**

**4b** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
**MUSIC MARKETING PROVIDED BOOKING REFERRALS FOR AUSTIN MUSICIANS FOR 211 EVENTS & THE MUSIC OFFICE HAD 1,019 TOTAL MUSIC INQUIRIES. THE MUSIC OFFICES' KEY ACCOMPLISHMENTS INCLUDE: PARTNERSHIP WITH ALL ATX AND THE RELEASE OF ALL ATX BRITISH INVASION CD AND ATTENDED/HOSTED MEDIA AT AUSTIN CITY LIMITS FESTIVAL, FUN FUN FUN FEST, SXSW, PACHANGA LATINO MUSIC FESTIVAL AND CMJ MUSIC MARATHON. IN ADDITION, THE MUSIC OFFICE HOSTED AUSTIN MUSIC SHOWCASES IN SAN FRANCISCO, SAN DIEGO, CHICAGO, WASHINGTON D.C. AND AUSTIN IN CONJUNCTION WITH THE BUREAU SALES AND MARKETING EFFORTS. THE MUSIC OFFICE ALSO PARTNERED WITH ACL LIVE IN THEIR LIVE MUSIC SERIES, "THE WINE DOWN," HIRED MUSICIANS TO PERFORM AT "LOCAL & LIVE" A MONTHLY MUSIC SERIES AT THE AUSTIN VISITOR CENTER. THE MUSIC INDUSTRY MANAGER WAS A MEMBER OF THE FOLLOWING COMMITTEES: HAAM**

**4c** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
**THE TOURISM DEPARTMENT PARTICIPATED IN TRAVEL TRADESHOWS, SALES MISSIONS, HOSTED EDUCATIONAL FAMILIARIZATION TRIPS AND SITE VISITS TARGETING LEADING DOMESTIC AND INTERNATIONAL TRAVEL TRADE CLIENTS FROM THE USA, CANADA, MEXICO, EUROPE, AUSTRALIA, AND ASIA. THE AUSTIN CONVENTION AND VISITORS BUREAU'S TOURISM DEPARTMENT FOCUSED ON ACHIEVING DIRECT GROWTH WITH TOUR PROVIDERS AND PARTNERSHIPS WITH MAJOR INDUSTRY ENTITIES INCLUDING BRAND USA, UNITED STATES TRAVEL ASSOCIATION, AND THE TEXAS TOURISM OFFICE. IN 2015, THE TOURISM DEPARTMENT ISSUED 150 PARTNER LEADS AND WAS SUCCESSFUL IN INCREASING PRODUCT MIX BY 15 PERCENT, AS WELL AS FACILITATED OR PROVIDED MATERIALS FOR DESTINATION TRAININGS FOR OVER 604 TRAVEL INDUSTRY REPRESENTATIVES.**

**4d** Other program services (Describe in Schedule O.)  
 (Expenses \$ including grants of \$ ) (Revenue \$ )

**4e** Total program service expenses **▶**

**Part IV Checklist of Required Schedules**

|   | Yes | No |
|---|-----|----|
| <b>1</b> Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?<br><i>If "Yes," complete Schedule A</i>  |     | X  |
| <b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?   |     | X  |
| <b>3</b> Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>  |     | X  |
| <b>4</b> <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>   | N/A |    |
| <b>5</b> Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>   |     | X  |
| <b>6</b> Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>  |     | X  |
| <b>7</b> Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>  |     | X  |
| <b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>   |     | X  |
| <b>9</b> Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services?<br><i>If "Yes," complete Schedule D, Part IV</i>         |     | X  |
| <b>10</b> Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>   |     | X  |
| <b>11</b> If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.   |     |    |
| <b>a</b> Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>   | X   |    |
| <b>b</b> Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>   |     | X  |
| <b>c</b> Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>   |     | X  |
| <b>d</b> Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>  |     | X  |
| <b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>   | X   |    |
| <b>f</b> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>  |     | X  |
| <b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>  |     | X  |
| <b>b</b> Was the organization included in consolidated, independent audited financial statements for the tax year?<br><i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>  |     | X  |
| <b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>  |     | X  |
| <b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States?  |     | X  |
| <b>b</b> Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> |     | X  |
| <b>15</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>   |     | X  |
| <b>16</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>   |     | X  |
| <b>17</b> Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>   |     | X  |
| <b>18</b> Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>   |     | X  |
| <b>19</b> Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>   |     | X  |
| <b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>   |     | X  |
| <b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?   |     |    |

**Part IV Checklist of Required Schedules** (continued)

|  | Yes            | No |
|--|----------------|----|
| <b>21</b> Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> .....   | <b>21</b> X    |    |
| <b>22</b> Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> .....   | <b>22</b>      | X  |
| <b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> .....  | <b>23</b> X    |    |
| <b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i> .....                           | <b>24a</b>     | X  |
| <b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....   | <b>24b</b>     |    |
| <b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....  | <b>24c</b>     |    |
| <b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....   | <b>24d</b>     |    |
| <b>25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> .....   | <b>25a</b> N/A |    |
| <b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> .....  | <b>25b</b> N/A |    |
| <b>26</b> Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i> .....                                 | <b>26</b>      | X  |
| <b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> ..... | <b>27</b>      | X  |
| <b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):  |                |    |
| <b>a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....  | <b>28a</b>     | X  |
| <b>b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28b</b>     | X  |
| <b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> .....   | <b>28c</b>     | X  |
| <b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>29</b>      | X  |
| <b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> .....  | <b>30</b>      | X  |
| <b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i> .....  | <b>31</b>      | X  |
| <b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> .....  | <b>32</b>      | X  |
| <b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> .....  | <b>33</b>      | X  |
| <b>34</b> Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i> .....  | <b>34</b> X    |    |
| <b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? .....   | <b>35a</b>     | X  |
| <b>b</b> If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>35b</b>     |    |
| <b>36 Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  | <b>36</b> N/A  |    |
| <b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> .....   | <b>37</b>      | X  |
| <b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O .....  | <b>38</b> X    |    |



**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response or note to any line in this Part V ☐

|  |               | Yes | No |
|--|---------------|-----|----|
| <b>1a</b> Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable   | <b>1a</b> 139 |     |    |
| <b>b</b> Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable   | <b>1b</b> 0   |     |    |
| <b>c</b> Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?  | <b>1c</b>     | X   |    |
| <b>2a</b> Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return  | <b>2a</b> 69  |     |    |
| <b>b</b> If at least one is reported on line 2a, did the organization file all required federal employment tax returns?<br><b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)          | <b>2b</b>     | X   |    |
| <b>3a</b> Did the organization have unrelated business gross income of \$1,000 or more during the year?  | <b>3a</b>     |     | X  |
| <b>b</b> If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O  | <b>3b</b>     |     |    |
| <b>4a</b> At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? | <b>4a</b>     |     | X  |
| <b>b</b> If "Yes," enter the name of the foreign country:<br>See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).   |               |     |    |
| <b>5a</b> Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?  | <b>5a</b>     |     | X  |
| <b>b</b> Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?  | <b>5b</b>     |     | X  |
| <b>c</b> If "Yes," to line 5a or 5b, did the organization file Form 8886-T?  | <b>5c</b>     |     |    |
| <b>6a</b> Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?                                    | <b>6a</b>     |     | X  |
| <b>b</b> If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?   | <b>6b</b>     |     |    |
| <b>7 Organizations that may receive deductible contributions under section 170(c).</b> N/A   |               |     |    |
| <b>a</b> Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?   | <b>7a</b>     |     |    |
| <b>b</b> If "Yes," did the organization notify the donor of the value of the goods or services provided?   | <b>7b</b>     |     |    |
| <b>c</b> Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?  | <b>7c</b>     |     |    |
| <b>d</b> If "Yes," indicate the number of Forms 8282 filed during the year   | <b>7d</b>     |     |    |
| <b>e</b> Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?   | <b>7e</b>     |     |    |
| <b>f</b> Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?  | <b>7f</b>     |     |    |
| <b>g</b> If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?  | <b>7g</b>     | N/A |    |
| <b>h</b> If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?  | <b>7h</b>     | N/A |    |
| <b>8 Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year? N/A   | <b>8</b>      |     |    |
| <b>9 Sponsoring organizations maintaining donor advised funds.</b>   |               |     |    |
| <b>a</b> Did the sponsoring organization make any taxable distributions under section 4966? N/A  | <b>9a</b>     |     |    |
| <b>b</b> Did the sponsoring organization make a distribution to a donor, donor advisor, or related person? N/A   | <b>9b</b>     |     |    |
| <b>10 Section 501(c)(7) organizations.</b> Enter:  |               |     |    |
| <b>a</b> Initiation fees and capital contributions included on Part VIII, line 12 N/A  | <b>10a</b>    |     |    |
| <b>b</b> Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities   | <b>10b</b>    |     |    |
| <b>11 Section 501(c)(12) organizations.</b> Enter:   |               |     |    |
| <b>a</b> Gross income from members or shareholders N/A   | <b>11a</b>    |     |    |
| <b>b</b> Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)  | <b>11b</b>    |     |    |
| <b>12a Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?  | <b>12a</b>    |     |    |
| <b>b</b> If "Yes," enter the amount of tax-exempt interest received or accrued during the year N/A   | <b>12b</b>    |     |    |
| <b>13 Section 501(c)(29) qualified nonprofit health insurance issuers.</b>   |               |     |    |
| <b>a</b> Is the organization licensed to issue qualified health plans in more than one state? N/A<br><b>Note.</b> See the instructions for additional information the organization must report on Schedule O.  | <b>13a</b>    |     |    |
| <b>b</b> Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans   | <b>13b</b>    |     |    |
| <b>c</b> Enter the amount of reserves on hand  | <b>13c</b>    |     |    |
| <b>14a</b> Did the organization receive any payments for indoor tanning services during the tax year?  | <b>14a</b>    |     | X  |
| <b>b</b> If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O   | <b>14b</b>    |     |    |

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

☒**Section A. Governing Body and Management**

|   | Yes | No |
|---|-----|----|
| <b>1a</b> Enter the number of voting members of the governing body at the end of the tax year ..... <b>1a</b> 27<br>If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O. |     |    |
| <b>b</b> Enter the number of voting members included in line 1a, above, who are independent ..... <b>1b</b> 27  |     |    |
| <b>2</b> Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? ..... <b>2</b>   |     | X  |
| <b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? ..... <b>3</b>  |     | X  |
| <b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? ..... <b>4</b>  |     | X  |
| <b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets? ..... <b>5</b>  |     | X  |
| <b>6</b> Did the organization have members or stockholders? ..... <b>6</b>  |     | X  |
| <b>7a</b> Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? ..... <b>7a</b>  |     | X  |
| <b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? ..... <b>7b</b>  |     | X  |
| <b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:  |     |    |
| <b>a</b> The governing body? ..... <b>8a</b>  | X   |    |
| <b>b</b> Each committee with authority to act on behalf of the governing body? ..... <b>8b</b>  | X   |    |
| <b>9</b> Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O ..... <b>9</b>  |     | X  |

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

|  | Yes | No |
|--|-----|----|
| <b>10a</b> Did the organization have local chapters, branches, or affiliates? ..... <b>10a</b>   |     | X  |
| <b>b</b> If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? ..... <b>10b</b>   |     |    |
| <b>11a</b> Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? ..... <b>11a</b>  | X   |    |
| <b>b</b> Describe in Schedule O the process, if any, used by the organization to review this Form 990.   |     |    |
| <b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13 ..... <b>12a</b>  | X   |    |
| <b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? ..... <b>12b</b>  | X   |    |
| <b>c</b> Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done ..... <b>12c</b>   | X   |    |
| <b>13</b> Did the organization have a written whistleblower policy? ..... <b>13</b>  | X   |    |
| <b>14</b> Did the organization have a written document retention and destruction policy? ..... <b>14</b>   | X   |    |
| <b>15</b> Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?   |     |    |
| <b>a</b> The organization's CEO, Executive Director, or top management official ..... <b>15a</b>   | X   |    |
| <b>b</b> Other officers or key employees of the organization ..... <b>15b</b>  | X   |    |
| If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).  |     |    |
| <b>16a</b> Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? ..... <b>16a</b>  |     | X  |
| <b>b</b> If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? ..... <b>16b</b> |     |    |

**Section C. Disclosure**

**17** List the states with which a copy of this Form 990 is required to be filed ► **NONE**

**18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

**19** Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

**20** State the name, address, and telephone number of the person who possesses the organization's books and records: ►  
**GINA PALMERTREE - 512-583-7204**  
**111 CONGRESS AVENUE, SUITE 700, AUSTIN, TX 78701**

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Check if Schedule O contains a response or note to any line in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

| (A)<br>Name and Title                       | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position<br>(do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|---|---|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|   |   | Individual trustee or director   | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (1) JILL GRIFFIN<br>BOARD CHAIR & TREASURER | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (2) GREG CHANON<br>IMMEDIATE PAST CHAIR     | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (3) ALBERT BLACK<br>VICE CHAIR              | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (4) GENE MCMENAMIN<br>SECRETARY             | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (5) LANCE STUMPF<br>AT LARGE                | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (6) MARK TESTER<br>AT LARGE                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (7) GLENN WEST<br>AT LARGE                  | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (8) SCOTT BLALOCK<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (9) JACK BOONE<br>DIRECTOR                  | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (10) DAVID BULL<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (11) KRISTI CARTER<br>DIRECTOR              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (12) JERRY CONWAY<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (13) ROB HAGELBERG<br>DIRECTOR              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (14) JESSE HERMAN<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (15) TED HIBLER<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (16) GEORGE LUC<br>DIRECTOR                 | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (17) GREG MARCHBANKS<br>DIRECTOR            | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title  | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position (do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|---|---|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|  |   | Individual trustee or director  | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (18) ARCHIE MCAFEE<br>DIRECTOR                                 | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (19) DENNIS MCDANIEL<br>DIRECTOR                               | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (20) TEDDY MCDANIEL<br>DIRECTOR                                | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (21) JEFF NEWBERG<br>DIRECTOR                                  | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (22) FORREST PREECE<br>DIRECTOR                                | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (23) TOM SCHURR<br>DIRECTOR                                    | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (24) FRANK SPILLMAN<br>DIRECTOR                                | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (25) TOM STACY<br>DIRECTOR                                     | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (26) MARK WASHINGTON<br>DIRECTOR                               | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| <b>1b Sub-total</b>  |   |   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| <b>c Total from continuation sheets to Part VII, Section A</b> |   |   |                       |         |              |                              |        | 1,229,415.   | 0.  | 170,607.  |
| <b>d Total (add lines 1b and 1c)</b>                           |   |   |                       |         |              |                              |        | 1,229,415.   | 0.  | 170,607.  |

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

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**3** Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual

|          | Yes | No |
|----------|-----|----|
| <b>3</b> |     | X  |
| <b>4</b> | X   |    |
| <b>5</b> |     | X  |

**4** For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual

**5** Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

| (A)<br>Name and business address                                       | (B)<br>Description of services | (C)<br>Compensation |
|--|--------------------------------|---------------------|
| BELMONT ICEHOUSE, 3116 COMMERCE ST., STE. D, DALLAS, TX 75226          | ADVERTISING                    | 2,238,857.          |
| PKY ONE CONGRESS PLAZA, LLC<br>PO BOX 204874, DALLAS, TX 75320         | RENT                           | 280,101.            |
| CJUF II STRATUS BLOCK 21<br>212 LAVACA ST., STE. 300, AUSTIN, TX 78701 | VENUE RENTAL                   | 230,843.            |
| DOWNTOWN TOURS<br>107 LONGWOOD COVE, LAKEWAY, TX 78734                 | TOUR TICKETS                   | 164,529.            |
| LATINWORKS<br>2500 BEE CAVES RD BLDG B., AUSTIN, TX 78746              | ADVERTISING                    | 159,144.            |

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization

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SEE PART VII, SECTION A CONTINUATION SHEETS

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title                                    | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position (check all that apply) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|---|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|  |   | Individual trustee or director         | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (27) ROBERT WATSON<br>DIRECTOR                           | 1.00  | X                                      |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (28) ROBERT LANDER<br>PRESIDENT & CEO                    | 40.00   |  |                       | X       |              |                              |        | 338,406.   | 0.  | 38,102.   |
| (29) JULIE CHASE<br>VICE PRESIDENT-CMO                   | 40.00   |  |                       | X       |              |                              |        | 146,839.   | 0.  | 19,065.   |
| (30) MARY KAY HACKLEY<br>VICE PRESIDENT-STRATEGIC A      | 40.00   |  |                       | X       |              |                              |        | 115,550.   | 0.  | 16,628.   |
| (31) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALE      | 40.00   |  |                       | X       |              |                              |        | 210,230.   | 0.  | 31,606.   |
| (32) JAMES DOHERTY<br>DIRECTOR - EASTERN REGIONAL SALES  | 40.00   |  |                       |         |              | X                            |        | 102,302.   | 0.  | 14,128.   |
| (33) KRISTEN PARKER<br>DIRECTOR - EASTERN REGIONAL SALES | 40.00   |  |                       |         |              | X                            |        | 108,475.   | 0.  | 20,233.   |
| (34) AMY BROWN<br>DIRECTOR OF SALES                      | 40.00   |  |                       |         |              | X                            |        | 101,556.   | 0.  | 15,273.   |
| (35) JENNIFER WALKER<br>DIRECTOR OF MARKETING            | 40.00   |  |                       |         |              | X                            |        | 106,057.   | 0.  | 15,572.   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
|  |   |  |                       |         |              |                              |        |  |   |   |
| Total to Part VII, Section A, line 1c .....              |   |  |                       |         |              |                              |        | 1,229,415.   |   | 170,607.  |

**Part VIII Statement of Revenue**Check if Schedule O contains a response or note to any line in this Part VIII ☐

|   |  |                      |               | (A)<br>Total revenue | (B)<br>Related or<br>exempt function<br>revenue | (C)<br>Unrelated<br>business<br>revenue | (D)<br>Revenue excluded<br>from tax under<br>sections<br>512 - 514 |
|---|--|----------------------|---------------|----------------------|---|---|--|
| <b>Contributions, Gifts, Grants<br/>and Other Similar Amounts</b> | <b>1 a</b> Federated campaigns .....   | <b>1a</b>            |               |                      |   |   |  |
|   | <b>b</b> Membership dues .....   | <b>1b</b>            |               |                      |   |   |  |
|   | <b>c</b> Fundraising events .....  | <b>1c</b>            |               |                      |   |   |  |
|   | <b>d</b> Related organizations .....   | <b>1d</b>            |               |                      |   |   |  |
|   | <b>e</b> Government grants (contributions) .....   | <b>1e</b>            |               |                      |   |   |  |
|   | <b>f</b> All other contributions, gifts, grants, and<br>similar amounts not included above .....   | <b>1f</b>            |               |                      |   |   |  |
|   | <b>g</b> Noncash contributions included in lines 1a-1f: \$ .....   |                      |               |                      |   |   |  |
|   | <b>h Total.</b> Add lines 1a-1f .....  |                      |               |                      |   |   |  |
| <b>Program Service<br/>Revenue</b>                                | <b>2 a</b> GOV'T CONTRACTS-AUSTIN .....  | <b>Business Code</b> | 900099        | 12,410,510.          | 12,410,510.                                     |   |  |
|   | <b>b</b> SPONSORSHIPS .....  |                      | 900099        | 662,752.             | 662,752.  |   |  |
|   | <b>c</b> HOUSING & REGISTRATION SERVICES .....   |                      | 900099        | 292,697.             | 292,697.  |   |  |
|   | <b>d</b> BROCHURE RACK PLACEMENT .....   |                      | 900099        | 10,942.              | 10,942.   |   |  |
|   | <b>e</b> .....   |                      |               |                      |   |   |  |
|   | <b>f</b> All other program service revenue .....   |                      |               |                      |   |   |  |
|   | <b>g Total.</b> Add lines 2a-2f .....  |                      |               | 13,376,901.          |   |   |  |
|   | <b>3</b> Investment income (including dividends, interest, and<br>other similar amounts) .....   |                      |               | 1,906.               |   |   | 1,906.   |
| <b>4</b> Income from investment of tax-exempt bond proceeds ..... |  |                      |               |                      |   |   |  |
| <b>5</b> Royalties .....  |  |                      | 192.          |                      |   | 192.                                    |  |
| <b>Other Revenue</b>  | <b>6 a</b> Gross rents .....   | (i) Real             | (ii) Personal |                      |   |   |  |
|   | <b>b</b> Less: rental expenses .....   |                      |               |                      |   |   |  |
|   | <b>c</b> Rental income or (loss) .....   |                      |               |                      |   |   |  |
|   | <b>d</b> Net rental income or (loss) .....   |                      |               |                      |   |   |  |
|   | <b>7 a</b> Gross amount from sales of<br>assets other than inventory .....   | (i) Securities       | (ii) Other    |                      |   |   |  |
|   | <b>b</b> Less: cost or other basis<br>and sales expenses .....   |                      |               | 8,006.               |   |   |  |
|   | <b>c</b> Gain or (loss) .....  |                      |               | -8,006.              |   |   |  |
|   | <b>d</b> Net gain or (loss) .....  |                      |               | -8,006.              |   |   | -8,006.  |
|   | <b>8 a</b> Gross income from fundraising events (not<br>including \$ _____ of<br>contributions reported on line 1c). See<br>Part IV, line 18 ..... | <b>a</b>             |               |                      |   |   |  |
|   | <b>b</b> Less: direct expenses .....   | <b>b</b>             |               |                      |   |   |  |
|   | <b>c</b> Net income or (loss) from fundraising events .....  |                      |               |                      |   |   |  |
|   | <b>9 a</b> Gross income from gaming activities. See<br>Part IV, line 19 .....  | <b>a</b>             |               |                      |   |   |  |
|   | <b>b</b> Less: direct expenses .....   | <b>b</b>             |               |                      |   |   |  |
|   | <b>c</b> Net income or (loss) from gaming activities .....   |                      |               |                      |   |   |  |
|   | <b>10 a</b> Gross sales of inventory, less returns<br>and allowances .....   | <b>a</b>             |               | 1,149,501.           |   |   |  |
|   | <b>b</b> Less: cost of goods sold .....  | <b>b</b>             |               | 873,123.             |   |   |  |
|   | <b>c</b> Net income or (loss) from sales of inventory .....  |                      |               | 276,378.             | 276,378.  |   |  |
|   | <b>Miscellaneous Revenue</b>   |                      |               | <b>Business Code</b> |   |   |  |
| <b>11 a</b> OTHER REVENUE .....                                   |  | 900099               | 30,678.       | 30,678.              |   |   |  |
| <b>b</b> .....  |  |                      |               |                      |   |   |  |
| <b>c</b> .....  |  |                      |               |                      |   |   |  |
| <b>d</b> All other revenue .....                                  |  |                      |               |                      |   |   |  |
| <b>e Total.</b> Add lines 11a-11d .....                           |  |                      | 30,678.       |                      |   |   |  |
| <b>12 Total revenue.</b> See instructions. ....                   |  |                      | 13,678,049.   | 13,683,957.          | 0.  | -5,908.                                 |  |

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

|  | (A)<br>Total expenses | (B)<br>Program service expenses | (C)<br>Management and general expenses | (D)<br>Fundraising expenses |
|--|-----------------------|---------------------------------|--|-----------------------------|
| <b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>  |                       |                                 |  |                             |
| <b>1</b> Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21  | 192,250.              |                                 |  |                             |
| <b>2</b> Grants and other assistance to domestic individuals. See Part IV, line 22   |                       |                                 |  |                             |
| <b>3</b> Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16  |                       |                                 |  |                             |
| <b>4</b> Benefits paid to or for members   |                       |                                 |  |                             |
| <b>5</b> Compensation of current officers, directors, trustees, and key employees  | 916,426.              |                                 |  |                             |
| <b>6</b> Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)   |                       |                                 |  |                             |
| <b>7</b> Other salaries and wages  | 3,259,967.            |                                 |  |                             |
| <b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)  | 177,953.              |                                 |  |                             |
| <b>9</b> Other employee benefits   | 577,524.              |                                 |  |                             |
| <b>10</b> Payroll taxes  | 291,465.              |                                 |  |                             |
| <b>11</b> Fees for services (non-employees):   |                       |                                 |  |                             |
| <b>a</b> Management  |                       |                                 |  |                             |
| <b>b</b> Legal   | 8,913.                |                                 |  |                             |
| <b>c</b> Accounting  | 21,700.               |                                 |  |                             |
| <b>d</b> Lobbying  |                       |                                 |  |                             |
| <b>e</b> Professional fundraising services. See Part IV, line 17   |                       |                                 |  |                             |
| <b>f</b> Investment management fees  |                       |                                 |  |                             |
| <b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch. O.)  | 213,574.              |                                 |  |                             |
| <b>12</b> Advertising and promotion  | 3,185,023.            |                                 |  |                             |
| <b>13</b> Office expenses  | 587,049.              |                                 |  |                             |
| <b>14</b> Information technology   |                       |                                 |  |                             |
| <b>15</b> Royalties  |                       |                                 |  |                             |
| <b>16</b> Occupancy  | 606,724.              |                                 |  |                             |
| <b>17</b> Travel   | 527,929.              |                                 |  |                             |
| <b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials   |                       |                                 |  |                             |
| <b>19</b> Conferences, conventions, and meetings   | 955,608.              |                                 |  |                             |
| <b>20</b> Interest   | 39,472.               |                                 |  |                             |
| <b>21</b> Payments to affiliates   | 309,153.              |                                 |  |                             |
| <b>22</b> Depreciation, depletion, and amortization  | 192,451.              |                                 |  |                             |
| <b>23</b> Insurance  | 50,550.               |                                 |  |                             |
| <b>24</b> Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.) |                       |                                 |  |                             |
| <b>a DUES AND SUBSCRIPTIONS</b>  | 125,529.              |                                 |  |                             |
| <b>b RESEARCH</b>  | 109,840.              |                                 |  |                             |
| <b>c MISCELLANEOUS</b>   | 25,476.               |                                 |  |                             |
| <b>d</b>   |                       |                                 |  |                             |
| <b>e</b> All other expenses  |                       |                                 |  |                             |
| <b>25 Total functional expenses.</b> Add lines 1 through 24e   | 12,374,576.           |                                 |  |                             |
| <b>26 Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.                                     |                       |                                 |  |                             |

Check here ☐ if following SOP 98-2 (ASC 958-720)

**Part X Balance Sheet**Check if Schedule O contains a response or note to any line in this Part X ☐

|  |  | (A)<br>Beginning of year |            | (B)<br>End of year |
|--|--|--------------------------|------------|--------------------|
| <b>Assets</b>  | <b>1</b> Cash - non-interest-bearing .....   | 1,291.                   | <b>1</b>   | 1,491.             |
|  | <b>2</b> Savings and temporary cash investments .....  | 3,203,099.               | <b>2</b>   | 3,991,496.         |
|  | <b>3</b> Pledges and grants receivable, net .....  |                          | <b>3</b>   |                    |
|  | <b>4</b> Accounts receivable, net .....  | 1,024,265.               | <b>4</b>   | 1,402,087.         |
|  | <b>5</b> Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....   |                          | <b>5</b>   |                    |
|  | <b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L ..... |                          | <b>6</b>   |                    |
|  | <b>7</b> Notes and loans receivable, net .....   |                          | <b>7</b>   |                    |
|  | <b>8</b> Inventories for sale or use .....   | 262,746.                 | <b>8</b>   | 257,814.           |
|  | <b>9</b> Prepaid expenses and deferred charges .....   | 224,003.                 | <b>9</b>   | 357,158.           |
|  | <b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....   | <b>10a</b> 1,868,974.    |            |                    |
|  | <b>b</b> Less: accumulated depreciation .....  | <b>10b</b> 507,619.      |            |                    |
|  |  | 1,102,515.               | <b>10c</b> | 1,361,355.         |
|  | <b>11</b> Investments - publicly traded securities .....   | 313,040.                 | <b>11</b>  | 360,005.           |
|  | <b>12</b> Investments - other securities. See Part IV, line 11 .....   |                          | <b>12</b>  |                    |
|  | <b>13</b> Investments - program-related. See Part IV, line 11 .....  |                          | <b>13</b>  |                    |
|  | <b>14</b> Intangible assets .....  |                          | <b>14</b>  |                    |
| <b>15</b> Other assets. See Part IV, line 11 .....                               | 25,420.  | <b>15</b>                | 59,585.    |                    |
| <b>16</b> <b>Total assets.</b> Add lines 1 through 15 (must equal line 34) ..... | 6,156,379.   | <b>16</b>                | 7,790,991. |                    |
| <b>Liabilities</b>   | <b>17</b> Accounts payable and accrued expenses .....  | 381,909.                 | <b>17</b>  | 537,620.           |
|  | <b>18</b> Grants payable .....   | 315,296.                 | <b>18</b>  | 371,635.           |
|  | <b>19</b> Deferred revenue .....   | 9,250.                   | <b>19</b>  | 0.                 |
|  | <b>20</b> Tax-exempt bond liabilities .....  |                          | <b>20</b>  |                    |
|  | <b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D .....  |                          | <b>21</b>  |                    |
|  | <b>22</b> Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....   |                          | <b>22</b>  |                    |
|  | <b>23</b> Secured mortgages and notes payable to unrelated third parties .....   | 755,055.                 | <b>23</b>  | 675,109.           |
|  | <b>24</b> Unsecured notes and loans payable to unrelated third parties .....   |                          | <b>24</b>  |                    |
|  | <b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....  | 308,730.                 | <b>25</b>  | 470,049.           |
|  | <b>26</b> <b>Total liabilities.</b> Add lines 17 through 25 .....  | 1,770,240.               | <b>26</b>  | 2,054,413.         |
| <b>Net Assets or Fund Balances</b>   | <b>Organizations that follow SFAS 117 (ASC 958), check here</b> <input checked="" type="checkbox"/> <b>and complete lines 27 through 29, and lines 33 and 34.</b>  |                          |            |                    |
|  | <b>27</b> Unrestricted net assets .....  | 4,381,764.               | <b>27</b>  | 5,732,203.         |
|  | <b>28</b> Temporarily restricted net assets .....  | 4,375.                   | <b>28</b>  | 4,375.             |
|  | <b>29</b> Permanently restricted net assets .....  |                          | <b>29</b>  |                    |
|  | <b>Organizations that do not follow SFAS 117 (ASC 958), check here</b> <input type="checkbox"/> <b>and complete lines 30 through 34.</b>   |                          |            |                    |
|  | <b>30</b> Capital stock or trust principal, or current funds .....   |                          | <b>30</b>  |                    |
|  | <b>31</b> Paid-in or capital surplus, or land, building, or equipment fund .....   |                          | <b>31</b>  |                    |
|  | <b>32</b> Retained earnings, endowment, accumulated income, or other funds .....   |                          | <b>32</b>  |                    |
|  | <b>33</b> <b>Total net assets or fund balances</b> .....   | 4,386,139.               | <b>33</b>  | 5,736,578.         |
|  | <b>34</b> <b>Total liabilities and net assets/fund balances</b> .....  | 6,156,379.               | <b>34</b>  | 7,790,991.         |



**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response or note to any line in this Part XI ☐

|           |  |           |             |
|-----------|--|-----------|-------------|
| <b>1</b>  | Total revenue (must equal Part VIII, column (A), line 12)  | <b>1</b>  | 13,678,049. |
| <b>2</b>  | Total expenses (must equal Part IX, column (A), line 25)   | <b>2</b>  | 12,374,576. |
| <b>3</b>  | Revenue less expenses. Subtract line 2 from line 1   | <b>3</b>  | 1,303,473.  |
| <b>4</b>  | Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))                      | <b>4</b>  | 4,386,139.  |
| <b>5</b>  | Net unrealized gains (losses) on investments   | <b>5</b>  | 46,966.     |
| <b>6</b>  | Donated services and use of facilities   | <b>6</b>  |             |
| <b>7</b>  | Investment expenses  | <b>7</b>  |             |
| <b>8</b>  | Prior period adjustments   | <b>8</b>  |             |
| <b>9</b>  | Other changes in net assets or fund balances (explain in Schedule O)   | <b>9</b>  | 0.          |
| <b>10</b> | Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B)) | <b>10</b> | 5,736,578.  |

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response or note to any line in this Part XII ☒

|   | Yes      | No       |
|---|----------|----------|
| <b>1</b> Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____<br>If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.  |          |          |
| <b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant? _____<br>If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis |          | <b>X</b> |
| <b>b</b> Were the organization's financial statements audited by an independent accountant? _____<br>If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis                 | <b>X</b> |          |
| <b>c</b> If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____<br>If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.  | <b>X</b> |          |
| <b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____  |          | <b>X</b> |
| <b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits _____   |          |          |

Form 990 (2014)

**SCHEDULE D**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

▶ **Complete if the organization answered "Yes" to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**  
▶ **Attach to Form 990.**

▶ **Information about Schedule D (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

OMB No. 1545-0047

**2014**

**Open to Public Inspection**

**Name of the organization**

AUSTIN CONVENTION AND VISITORS BUREAU

**Employer identification number**

75-2648097

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

|   | (a) Donor advised funds      | (b) Funds and other accounts |
|---|------------------------------|------------------------------|
| 1 Total number at end of year .....   |                              |                              |
| 2 Aggregate value of contributions to (during year) .....   |                              |                              |
| 3 Aggregate value of grants from (during year) .....  |                              |                              |
| 4 Aggregate value at end of year .....  |                              |                              |
| 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? .....  | <input type="checkbox"/> Yes | <input type="checkbox"/> No  |
| 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ..... | <input type="checkbox"/> Yes | <input type="checkbox"/> No  |

**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

|  |   |
|--|---|
| <input type="checkbox"/> Preservation of land for public use (e.g., recreation or education) | <input type="checkbox"/> Preservation of a historically important land area |
| <input type="checkbox"/> Protection of natural habitat                                       | <input type="checkbox"/> Preservation of a certified historic structure     |
| <input type="checkbox"/> Preservation of open space  |   |

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

|  | Held at the End of the Tax Year |
|--|---------------------------------|
| a Total number of conservation easements .....   | 2a                              |
| b Total acreage restricted by conservation easements .....   | 2b                              |
| c Number of conservation easements on a certified historic structure included in (a) .....   | 2c                              |
| d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register ..... | 2d                              |

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ .....

4 Number of states where property subject to conservation easement is located ▶ .....

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? .....

☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ .....

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ .....

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? .....

☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included in Form 990, Part VIII, line 1 .....

(ii) Assets included in Form 990, Part X .....

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included in Form 990, Part VIII, line 1 .....

b Assets included in Form 990, Part X .....

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

**3** Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a** ☐ Public exhibition **d** ☐ Loan or exchange programs  
**b** ☐ Scholarly research **e** ☐ Other \_\_\_\_\_  
**c** ☐ Preservation for future generations

**4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

**5** During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

**1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

**b** If "Yes," explain the arrangement in Part XIII and complete the following table:

|  | Amount    |
|--|-----------|
| <b>c</b> Beginning balance             | <b>1c</b> |
| <b>d</b> Additions during the year     | <b>1d</b> |
| <b>e</b> Distributions during the year | <b>1e</b> |
| <b>f</b> Ending balance                | <b>1f</b> |

**2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

**b** If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII ☐

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

|   | (a) Current year | (b) Prior year | (c) Two years back | (d) Three years back | (e) Four years back |
|---|------------------|----------------|--------------------|----------------------|---------------------|
| <b>1a</b> Beginning of year balance                     |                  |                |                    |                      |                     |
| <b>b</b> Contributions                                  |                  |                |                    |                      |                     |
| <b>c</b> Net investment earnings, gains, and losses     |                  |                |                    |                      |                     |
| <b>d</b> Grants or scholarships                         |                  |                |                    |                      |                     |
| <b>e</b> Other expenditures for facilities and programs |                  |                |                    |                      |                     |
| <b>f</b> Administrative expenses                        |                  |                |                    |                      |                     |
| <b>g</b> End of year balance                            |                  |                |                    |                      |                     |

**2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a** Board designated or quasi-endowment  %  
**b** Permanent endowment  %  
**c** Temporarily restricted endowment  %

The percentages in lines 2a, 2b, and 2c should equal 100%.

**3a** Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i)** unrelated organizations   
**(ii)** related organizations

**b** If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

|               | Yes                      | No                       |
|---------------|--------------------------|--------------------------|
| <b>3a(i)</b>  | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>3a(ii)</b> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>3b</b>     | <input type="checkbox"/> | <input type="checkbox"/> |

**4** Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

| Description of property  | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|---------------------------------|------------------------------|----------------|
| <b>1a</b> Land   |                                      |                                 |                              |                |
| <b>b</b> Buildings   |                                      |                                 |                              |                |
| <b>c</b> Leasehold improvements  |                                      | 1,212,345.                      | 329,277.                     | 883,068.       |
| <b>d</b> Equipment   |                                      | 620,981.                        | 168,660.                     | 452,321.       |
| <b>e</b> Other   |                                      | 35,648.                         | 9,682.                       | 25,966.        |
| <b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.) |                                      |                                 |                              | 1,361,355.     |

Schedule D (Form 990) 2014

**Part VII Investments - Other Securities.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

| (a) Description of security or category (including name of security)      | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) Financial derivatives .....   |                |   |
| (2) Closely-held equity interests .....                                   |                |   |
| (3) Other .....   |                |   |
| (A) .....   |                |   |
| (B) .....   |                |   |
| (C) .....   |                |   |
| (D) .....   |                |   |
| (E) .....   |                |   |
| (F) .....   |                |   |
| (G) .....   |                |   |
| (H) .....   |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ► |                |   |

**Part VIII Investments - Program Related.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

| (a) Description of investment   | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) .....   |                |   |
| (2) .....   |                |   |
| (3) .....   |                |   |
| (4) .....   |                |   |
| (5) .....   |                |   |
| (6) .....   |                |   |
| (7) .....   |                |   |
| (8) .....   |                |   |
| (9) .....   |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ► |                |   |

**Part IX Other Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

| (a) Description   | (b) Book value |
|---|----------------|
| (1) .....   |                |
| (2) .....   |                |
| (3) .....   |                |
| (4) .....   |                |
| (5) .....   |                |
| (6) .....   |                |
| (7) .....   |                |
| (8) .....   |                |
| (9) .....   |                |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.) ► |                |

**Part X Other Liabilities.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

| 1. (a) Description of liability   | (b) Book value |  |
|---|----------------|--|
| (1) Federal income taxes  |                |  |
| (2) DEFERRED COMPENSATION OBLIGATION  | 324,603.       |  |
| (3) DEFERRED LEASE OBLIGATION   | 145,446.       |  |
| (4) .....   |                |  |
| (5) .....   |                |  |
| (6) .....   |                |  |
| (7) .....   |                |  |
| (8) .....   |                |  |
| (9) .....   |                |  |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) ► | 470,049.       |  |

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ☐

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

|          |  |           |             |
|----------|--|-----------|-------------|
| <b>1</b> | Total revenue, gains, and other support per audited financial statements                       | <b>1</b>  | 14,376,581. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part VIII, line 12:                            |           |             |
| <b>a</b> | Net unrealized gains (losses) on investments   | <b>2a</b> | 46,966.     |
| <b>b</b> | Donated services and use of facilities   | <b>2b</b> | 651,566.    |
| <b>c</b> | Recoveries of prior year grants  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)   | <b>2d</b> |             |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>  | <b>2e</b> | 698,532.    |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>   | <b>3</b>  | 13,678,049. |
| <b>4</b> | Amounts included on Form 990, Part VIII, line 12, but not on line 1:                           |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                               | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)   | <b>4b</b> |             |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>  | <b>4c</b> | 0.          |
| <b>5</b> | Total revenue. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12.) | <b>5</b>  | 13,678,049. |

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

|          |   |           |             |
|----------|---|-----------|-------------|
| <b>1</b> | Total expenses and losses per audited financial statements                                      | <b>1</b>  | 13,060,217. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part IX, line 25:                               |           |             |
| <b>a</b> | Donated services and use of facilities  | <b>2a</b> | 651,566.    |
| <b>b</b> | Prior year adjustments  | <b>2b</b> |             |
| <b>c</b> | Other losses  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)  | <b>2d</b> | 34,075.     |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>   | <b>2e</b> | 685,641.    |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>  | <b>3</b>  | 12,374,576. |
| <b>4</b> | Amounts included on Form 990, Part IX, line 25, but not on line 1:                              |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                                | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)  | <b>4b</b> |             |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>   | <b>4c</b> | 0.          |
| <b>5</b> | Total expenses. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18.) | <b>5</b>  | 12,374,576. |

**Part XIII Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART XII, LINE 2D - OTHER ADJUSTMENTS:**

AUSTIN COMMISSION ON SPORTS

34,075.

**SCHEDULE I**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.

▶ **Attach to Form 990.**

▶ **Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

OMB No. 1545-0047

**2014**

**Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

**Employer identification number**

**75-2648097**

**Part I** **General Information on Grants and Assistance**

**1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? .....

☒ **Yes** ☐ **No**

**2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II** **Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

| <b>1 (a)</b> Name and address of organization or government   | <b>(b)</b> EIN | <b>(c)</b> IRC section if applicable | <b>(d)</b> Amount of cash grant | <b>(e)</b> Amount of non-cash assistance | <b>(f)</b> Method of valuation (book, FMV, appraisal, other) | <b>(g)</b> Description of non-cash assistance | <b>(h)</b> Purpose of grant or assistance |
|---|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| AUSTIN THEATRE ALLIANCE, PARAMOUNT THEATRE - 713 CONGRESS AVENUE - AUSTIN, TX 78701                   | 74-2975922     | 501(C)(3)                            | 47,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| AUSTIN REVITILIZATION AUTHORITY 1105 NAVASOTA AUSTIN, TX 78702  | 74-2781623     | 501(C)(3)                            | 42,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| AUSTIN WOMAN'S CLUB 708 SAN ANTONIO AUSTIN, TX 78701  | 74-0493310     | 501(C)(3)                            | 25,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| THE CONTEMPORARY AUSTIN, LAGUNA GLORIA - 3809 WEST 25TH STREET - AUSTIN, TX 78701                     | 74-1233816     | 501(C)(3)                            | 13,381.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| DAUGHTERS OF THE REPUBLIC OF TEXAS, FRENCH LEGATION MUSEUM - 802 SAN MARCOS STREET - AUSTIN, TX 78702 | 74-1193444     | 501(C)(3)                            | 8,530.                          | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
|   |                |                                      |                                 |  |  |   |   |

**2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ..... **5.**

**3** Enter total number of other organizations listed in the line 1 table .....

**LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

**Schedule I (Form 990) (2014)**

**Part III****Grants and Other Assistance to Domestic Individuals.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22.

Part III can be duplicated if additional space is needed.

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of non-cash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of non-cash assistance |
|---------------------------------|--------------------------|--------------------------|-----------------------------------|---|--|
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |

**Part IV****Supplemental Information.** Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

PART I, LINE 2:

THE AUSTIN CITY COUNCIL APPROVES THE TOTAL ACVB BUDGET/MARKETING PLAN,  
 WHICH INCLUDES THE HERITAGE GRANTS, BUT DOES NOT ALLOCATE A SPECIFIC AMOUNT  
 FOR HERITAGE GRANTS. THE GRANT APPLICATIONS ARE THEN REVIEWED BY ACVB AND  
 THOSE THAT ARE APPROVED BY ACVB ARE THEN FORWARDED TO THE HISTORIC LANDMARK  
 COMMISSION. THE COMMISSION DETERMINES HOW MUCH EACH APPROVED GRANT  
 APPLICANT WILL RECEIVE. ACVB IS IN CHARGE OF DETERMINING THE TOTAL AMOUNT  
 OF THE HERITAGE GRANTS TO BE GIVEN EACH YEAR AND HAS DECISION AUTHORITY ON  
 WHICH PROJECTS ARE ELIGIBLE FOR THE GRANTS. ACVB PAYS WHEN THE GRANTEE





**SCHEDULE J  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest  
Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2014**

Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- |  |   |
|--|---|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use          |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence          |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)          |

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain .....

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a? .....

**3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee          | <input type="checkbox"/> Written employment contract                                |
| <input type="checkbox"/> Independent compensation consultant        | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

**a** Receive a severance payment or change-of-control payment? .....

**b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? .....

**c** Participate in, or receive payment from, an equity-based compensation arrangement? .....

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

**5** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

**a** The organization? .....

**b** Any related organization? .....

If "Yes" to line 5a or 5b, describe in Part III.

**6** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

**a** The organization? .....

**b** Any related organization? .....

If "Yes" to line 6a or 6b, describe in Part III.

**7** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III .....

**8** Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III .....

**9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? .....

Yes No

|           |   |   |
|-----------|---|---|
|           |   |   |
| <b>1b</b> | X |   |
| <b>2</b>  | X |   |
|           |   |   |
| <b>4a</b> |   | X |
| <b>4b</b> |   | X |
| <b>4c</b> |   | X |
|           |   |   |
| <b>5a</b> |   |   |
| <b>5b</b> |   |   |
|           |   |   |
| <b>6a</b> |   |   |
| <b>6b</b> |   |   |
|           |   |   |
| <b>7</b>  |   |   |
| <b>8</b>  |   |   |
| <b>9</b>  |   |   |

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2014

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

| (A) Name and Title                                 |      | (B) Breakdown of W-2 and/or 1099-MISC compensation |                                     |                                     | (C) Retirement and other deferred compensation | (D) Nontaxable benefits | (E) Total of columns (B)(i)-(D) | (F) Compensation in column (B) reported as deferred in prior Form 990 |
|--|------|--|-------------------------------------|-------------------------------------|--|-------------------------|---------------------------------|---|
|  |      | (i) Base compensation                              | (ii) Bonus & incentive compensation | (iii) Other reportable compensation |  |                         |                                 |   |
| (1) ROBERT LANDER<br>PRESIDENT & CEO               | (i)  | 256,134.   | 82,272.                             | 0.                                  | 28,324.  | 9,778.                  | 376,508.                        | 0.  |
|  | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (2) JULIE CHASE<br>VICE PRESIDENT-CMO              | (i)  | 123,075.   | 23,764.                             | 0.                                  | 10,048.  | 9,017.                  | 165,904.                        | 0.  |
|  | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (3) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALE | (i)  | 177,785.   | 32,445.                             | 0.                                  | 14,139.  | 17,467.                 | 241,836.                        | 0.  |
|  | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |
|  | (i)  |  |                                     |                                     |  |                         |                                 |   |
|  | (ii) |  |                                     |                                     |  |                         |                                 |   |

**Part III** Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 1A:

THE ORGANIZATION PROVIDES HEALTH CLUB DUES FOR THE CEO/PRESIDENT AS PART OF  
HIS EMPLOYMENT CONTRACT.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2014**

Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

CONVENTION SALES GENERATED 640,651 HOTEL ROOM NIGHTS (112% OF GOAL).

CONVENTION CENTER BOOKINGS REPRESENTED 296,530 OF THOSE ROOM NIGHTS

(141% OF GOAL). 2,488 LEADS WERE GENERATED REPRESENTING OVER 3 MILLION  
ROOM NIGHTS.

SIGNIFICANT BOOKINGS IN 2014/2015 INCLUDE: OPENSTACK IN APRIL 2016

BRINGING 14,580 HOTEL ROOM NIGHTS WITH AN ESTIMATED ATTENDANCE OF

5,000. NEW YORK LIKE INSURANCE IN AUGUST 2017 BRINGING 12,349 HOTEL

ROOM NIGHTS WITH AN ESTIMATED 3,800 ATTENDEES. SIRIUS DECISIONS IN MAY

2019 BRINGING 10,000 HOTEL ROOM NIGHTS AND AN ESTIMATED 5,000

ATTENDEES. AMERICAN FARM BUREAU FEDERATION IN JANUARY 2020 BRINING

12,712 HOTEL ROOM NIGHTS AND AN ESTIMATED 7,000 ATTENDEES. NASPA

STUDENT AFFAIRS ADMINISTRATION IN HIGHER EDUCATION IN MARCH 2020

BRINGING 14,500 HOTEL ROOM NIGHTS AND AN ESTIMATED 6,500 ATTENDEES.

INTERNATIONAL CITY COUNTY MANAGEMENT ASSOCIATION IN SEPTEMBER 2023

BRINGING 9,400 HOTEL ROOM NIGHTS AND AN ESTIMATED 3,800 ATTENDEES.

THE AUSTIN SPORTS COMMISSION GENERATED 93,365 TOTAL ROOM NIGHTS FOR

AUSTIN HOTELS IN THE 2014/2015 FISCAL YEAR. NOTABLE BOOKINGS ONCE AGAIN

INCLUDED FORMULA 1 US GRAND PRIX, THE 2015 ESPN X GAMES, AND THE 2015

AUSTIN MARATHON PRESENTED BY NXP. THE PGA TOUR'S WORLD GOLF

CHAMPIONSHIPS - DELL MATCH PLAY WAS SECURED AND WILL BEGIN PLAY IN THE

SPRING OF 2016 AND WILL BE CONTESTED IN AUSTIN THRU 2019. USA

TAEKWONDO'S NATIONAL CHAMPIONSHIPS, THE ORGANIZATION'S LARGEST EVENT

EVER, WAS STAGED AT THE AUSTIN CONVENTION CENTER THIS PAST SUMMER.

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

OTHER NOTEWORTHY EVENTS SECURED INCLUDE USA BMX LONE STAR NATIONALS, USA WEIGHTLIFTING NATIONAL YOUTH CHAMPIONSHIPS, NAGAAA'S 40TH ANNUAL GAY SOFTBALL WORLD SERIES, AND A SPECIAL EXHIBITION FEATURING USA RUGBY VS. CANADA. TRIPLE CROWN SPORTS LAUNCHED THEIR SW SUMMER NATIONALS THIS SUMMER AND ALSO AWARDED THEIR ANNUAL MARQUEE EVENT, THE TC/USA NATIONALS, TO AUSTIN FOR SUMMER OF 2017. THIS EVENT WILL BE CONTESTED IN NEW YORK CITY IN 2016.

ACVB'S FY 2014/2015 ADVERTISING EFFORTS CONTINUED TO GENERATE AWARENESS OF AND INTEREST IN AUSTIN AS A TRAVEL DESTINATION THROUGH TARGETED MEDIA CHANNELS AND CREATIVE MESSAGING THAT EMPHASIZED THE LIVE MUSIC CAPITAL OF THE WORLD BRAND. THE CAMPAIGN GENERATED MORE THAN 77MM ONLINE DISPLAY IMPRESSIONS PUSHING NEARLY 220K CLICK-THROUGHS, THE HOLIDAY CAMPAIGN TARGETED IN-STATE TRAVEL GENERATED MORE THAN 6.5MM IMPRESSIONS WITH NEARLY 17K CLICK-THROUGHS AND THE LOS ANGELES TARGETED CAMPAIGN DROVE 4.2MM WITH 5.2K CLICK THROUGHS.

AUSTIN'S ESTABLISHED DIGITAL EFFORTS CONTINUED TO GROW: FOR FY 2014/2015, WE HAD 2,083,846 VISITS TO OUR DESKTOP/TABLET WEBSITE, AUSTINTEXAS.ORG - A 1% INCREASE OVER FY 2013/2014.

OUR MOBILE WEBSITE ALSO HAD 593,592 UNIQUE VISITS DURING THAT SAME TIME PERIOD, WHICH WAS A 33% INCREASE OVER FY 2013/2014.

LOOKING AT SOCIAL MEDIA CHANNELS, AT FY 2014/2015 YEAR-END, OUR FACEBOOK FANS WERE UP 31%, VISITAUSTINTX TWITTER FOLLOWERS WERE UP 60%.

INCREASING TRAVELER PREFERENCE AND USE OF DIGITAL MEDIA ALSO EXTENDS TO

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

OUR PRINTED PUBLICATIONS AS EVIDENCED BY NUMBER OF VISITOR GUIDE

VIRTUAL VIEWS: 24,759. VISITOR GUIDE (PRINTED) REQUESTS TOTALED 43,819.

SUBSCRIBERSHIP FOR OUR LEISURE EMAIL MARKETING PROGRAM CONTINUES TO

GROW: AT THE CLOSE OF FY 2014/2015, WE HAD 79,698 SUBSCRIBERS - A 23%

INCREASE FROM FY 2013/2014.

IN 2014/2015, OUR AUSTIN INSIDER BLOG HAD 152,204 PAGEVIEWS, WHICH WAS

AN APPROXIMATE 31% INCREASE OVER FY 2013/2014.

PUBLICITY GENERATED BY THE COMMUNICATIONS DEPARTMENT FOR FY 2014/2015

TOTALED \$550,327,889 AND 1,189,051,540 IMPRESSIONS. IT INCLUDED

COVERAGE IN SUCH NATIONAL AND INTERNATIONAL MEDIA OUTLETS AS THE SYDNEY

MORNING HERALD, YAHOO TRAVEL, TRAVEL & LEISURE MAGAZINE, LONELY PLANET,

BBC, EXPEDIA, AND TIME OUT AUSTRALIA.

BUILDING ON THE SUCCESS OF EXPERIENTIAL MARKETING WITH THE AUSTIN

AIRSTREAM TRAILER, THE TRAILER HIT THE ROAD AGAIN FOR SAN FRANCISCO AND

SAN DIEGO CALIFORNIA FOR SEVEN DAYS OF MARKET ACTIVATIONS IN FY

2014/2015 TOTALING:

-EVENT IMPRESSIONS - 400,000

-ROAD IMPRESSIONS - 394,910

-SWEEPS ENTRIES - 1,226

-#ATXLOVE IMPRESSIONS - 572,703

-MEDIA IMPRESSIONS - 1,234,439

FINALLY, IN CONTINUED SUPPORT OF THE NEW BRITISH AIRWAYS NON-STOP

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

FLIGHT FROM LONDON TO AUSTIN, ACVB AGREED TO SERVE FOR YEAR TWO AS THE TITLE SPONSOR OF NEW MUSICAL EXPRESS (NME) AWARDS AND TOUR IN THE UNITED KINGDOM. THIS ROBUST SPONSORSHIP ALLOWED FOR AUSTIN EXPOSURE IN THE NME MAGAZINE, NME.COM, THE NME AWARDS LONDON SHOWS AND AWARDS CEREMONY AND IN PARTNERSHIP WITH OTHER LEADING UK BRANDS. THE PROGRAM GENERATED PR, MEDIA VALUE AND PROMOTIONAL VALUE WITH MORE THAN 356 MILLION IMPRESSIONS.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

(HEALTH ALLIANCE FOR AUSTIN MUSICIANS) HAAM BENEFIT DAY, SIMS FOUNDATION ANNUAL GALA AND ON THE BOARD FOR THE AUSTIN MUSIC FOUNDATION.

FORM 990, PART VI, SECTION B, LINE 11:

THE FORM 990 IS REVIEWED BY SENIOR STAFF, THE EXECUTIVE COMMITTEE AND THE BOARD OF DIRECTORS PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C:

THE ORGANIZATION REVIEWS THE REQUIRED ANNUAL DISCLOSURES AS PROVIDED BY OFFICERS, DIRECTORS AND KEY EMPLOYEES TO ENSURE COMPLIANCE WITH THE CONFLICT OF INTEREST POLICY.

FORM 990, PART VI, SECTION B, LINE 15:

A SURVEY OF SALARY INFORMATION IS PROVIDED BY THE DESTINATION MARKETING ASSOCIATION INTERNATIONAL AND IS USED IN DETERMINING COMPENSATION IN CONJUNCTION WITH REVIEWS BASED ON OBJECTIVE CRITERIA.

FORM 990, PART VI, SECTION C, LINE 19:

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST  
POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST.

FORM 990, PART XII, LINE 2C:

THE ORGANIZATION'S OVERSIGHT PROCESS AND ITS PROCESS FOR SELECTION OF  
AN INDEPENDENT ACCOUNTANT DID NOT CHANGE DURING THE TAX YEAR.



**SCHEDULE R**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Related Organizations and Unrelated Partnerships**

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.**

▶ **Attach to Form 990.**

▶ **Information about Schedule R (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

OMB No. 1545-0047

**2014**

**Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

**Employer identification number**  
**75-2648097**

**Part I Identification of Disregarded Entities** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

| (a)<br>Name, address, and EIN (if applicable)<br>of disregarded entity | (b)<br>Primary activity | (c)<br>Legal domicile (state or<br>foreign country) | (d)<br>Total income | (e)<br>End-of-year assets | (f)<br>Direct controlling<br>entity |
|--|-------------------------|---|---------------------|---------------------------|-------------------------------------|
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |

**Part II Identification of Related Tax-Exempt Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

| (a)<br>Name, address, and EIN<br>of related organization                            | (b)<br>Primary activity  | (c)<br>Legal domicile (state or<br>foreign country) | (d)<br>Exempt Code<br>section | (e)<br>Public charity<br>status (if section<br>501(c)(3)) | (f)<br>Direct controlling<br>entity | (g)<br>Section 512(b)(13)<br>controlled<br>entity? |    |
|---|--|---|-------------------------------|---|-------------------------------------|--|----|
|   |  |   |                               |   |                                     | Yes  | No |
| AUSTIN COMMISSION ON SPORTS - 20-5632288<br>301 CONGRESS AVENUE<br>AUSTIN, TX 78701 | RECRUIT, RETAIN AND GROW<br>PROFESSIONAL, COLLEGIATE<br>AND AMATEUR SPORTING EVENT | TEXAS   | 501(C)(6)                     |   |                                     |  | X  |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |
|   |  |   |                               |   |                                     |  |    |

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2014

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

| (a)<br>Name, address, and EIN<br>of related organization | (b)<br>Primary activity | (c)<br>Legal domicile<br>(state or foreign country) | (d)<br>Direct controlling entity | (e)<br>Predominant income<br>(related, unrelated,<br>excluded from tax under sections 512-514) | (f)<br>Share of total income | (g)<br>Share of end-of-year assets | (h)<br>Disproportionate allocations? |    | (i)<br>Code V-UBI amount in box 20 of Schedule K-1 (Form 1065) | (j)<br>General or managing partner? |    | (k)<br>Percentage ownership |
|--|-------------------------|---|----------------------------------|--|------------------------------|------------------------------------|--------------------------------------|----|--|-------------------------------------|----|-----------------------------|
|  |                         |   |                                  |  |                              |                                    | Yes                                  | No |  | Yes                                 | No |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |
|  |                         |   |                                  |  |                              |                                    |                                      |    |  |                                     |    |                             |

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

[illegible]

**Part V Transactions With Related Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

|  | Yes       | No |
|--|-----------|----|
| <b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV? |           |    |
| <b>a</b> Receipt of <b>(i)</b> interest, <b>(ii)</b> annuities, <b>(iii)</b> royalties, or <b>(iv)</b> rent from a controlled entity .....                   | <b>1a</b> | X  |
| <b>b</b> Gift, grant, or capital contribution to related organization(s) .....   | <b>1b</b> | X  |
| <b>c</b> Gift, grant, or capital contribution from related organization(s) .....   | <b>1c</b> | X  |
| <b>d</b> Loans or loan guarantees to or for related organization(s) .....  | <b>1d</b> | X  |
| <b>e</b> Loans or loan guarantees by related organization(s) .....   | <b>1e</b> | X  |
| <b>f</b> Dividends from related organization(s) .....  | <b>1f</b> | X  |
| <b>g</b> Sale of assets to related organization(s) .....   | <b>1g</b> | X  |
| <b>h</b> Purchase of assets from related organization(s) .....   | <b>1h</b> | X  |
| <b>i</b> Exchange of assets with related organization(s) .....   | <b>1i</b> | X  |
| <b>j</b> Lease of facilities, equipment, or other assets to related organization(s) .....  | <b>1j</b> | X  |
| <b>k</b> Lease of facilities, equipment, or other assets from related organization(s) .....  | <b>1k</b> | X  |
| <b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) .....  | <b>1l</b> | X  |
| <b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) .....   | <b>1m</b> | X  |
| <b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....   | <b>1n</b> | X  |
| <b>o</b> Sharing of paid employees with related organization(s) .....  | <b>1o</b> | X  |
| <b>p</b> Reimbursement paid to related organization(s) for expenses .....  | <b>1p</b> | X  |
| <b>q</b> Reimbursement paid by related organization(s) for expenses .....  | <b>1q</b> | X  |
| <b>r</b> Other transfer of cash or property to related organization(s) .....   | <b>1r</b> | X  |
| <b>s</b> Other transfer of cash or property from related organization(s) .....   | <b>1s</b> | X  |

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

| (a)<br>Name of related organization | (b)<br>Transaction<br>type (a-s) | (c)<br>Amount involved | (d)<br>Method of determining amount involved |
|-------------------------------------|----------------------------------|------------------------|--|
| (1)                                 |                                  |                        |  |
| (2)                                 |                                  |                        |  |
| (3)                                 |                                  |                        |  |
| (4)                                 |                                  |                        |  |
| (5)                                 |                                  |                        |  |
| (6)                                 |                                  |                        |  |

**Part VI** **Unrelated Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

Provide additional information for responses to questions on Schedule R (see instructions).

# TAX RETURN FILING INSTRUCTIONS

**\*\* FORM 990 PUBLIC DISCLOSURE COPY \*\***

**FOR THE YEAR ENDING**

September 30, 2016

|   |  |
|---|--|
| <b>Prepared for</b>   | Ms. Gina Palmertree<br>Austin Convention & Visitor's Bureau<br>111 Congress Avenue No. 700<br>Austin, TX 78701 |
| <b>Prepared by</b>  | Maxwell Locke & Ritter LLP<br>401 Congress Avenue, Suite 1100<br>Austin, TX 78701-9682                         |
| <b>Amount due<br/>or refund</b>                             | Not applicable   |
| <b>Make check<br/>payable to</b>                            | Not applicable   |
| <b>Mail tax return<br/>and check (if<br/>applicable) to</b> | Not applicable   |
| <b>Return must be<br/>mailed on<br/>or before</b>           | Not applicable   |
| <b>Special<br/>Instructions</b>                             |  |

Form **990**

Department of the Treasury  
Internal Revenue Service

# Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- ▶ Do not enter social security numbers on this form as it may be made public.  
▶ Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2015**  
Open to Public  
Inspection

**A** For the 2015 calendar year, or tax year beginning **OCT 1, 2015** and ending **SEP 30, 2016**

**B** Check if applicable:

- ☐ Address change  
☐ Name change  
☐ Initial return  
☐ Final return/terminated  
☐ Amended return  
☐ Application pending

**C** Name of organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

Doing business as

Number and street (or P.O. box if mail is not delivered to street address)

**111 CONGRESS AVENUE**

Room/suite

**700**

City or town, state or province, country, and ZIP or foreign postal code

**AUSTIN, TX 78701**

**F** Name and address of principal officer: **ROBERT LANDER**

**SAME AS C ABOVE**

**D** Employer identification number

**75-2648097**

**E** Telephone number

**512-474-5171**

**G** Gross receipts \$ **16,858,156.**

**H(a)** Is this a group return

for subordinates? ☐ Yes ☒ No

**H(b)** Are all subordinates included? ☐ Yes ☐ No

If "No," attach a list. (see instructions)

**H(c)** Group exemption number ▶

**I** Tax-exempt status: ☐ 501(c)(3) ☒ 501(c) ( **6** ) ◀ (insert no.) ☐ 4947(a)(1) or ☐ 527

**J** Website: ▶ **WWW.AUSTINTEXAS.ORG**

**K** Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other ▶

**L** Year of formation: **1998** **M** State of legal domicile: **TX**

**Part I Summary**

|                                    |            |   |  |                     |
|------------------------------------|------------|---|--|---------------------|
| <b>Activities &amp; Governance</b> | <b>1</b>   | Briefly describe the organization's mission or most significant activities: <b>MARKETING AUSTIN NATIONALLY AND INTERNATIONALLY AS A PREMIER BUSINESS AND LEISURE DESTINATION.</b> |  |                     |
|                                    | <b>2</b>   | Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.   |  |                     |
|                                    | <b>3</b>   | Number of voting members of the governing body (Part VI, line 1a)   | <b>3</b>   | <b>30</b>           |
|                                    | <b>4</b>   | Number of independent voting members of the governing body (Part VI, line 1b)   | <b>4</b>   | <b>30</b>           |
|                                    | <b>5</b>   | Total number of individuals employed in calendar year 2015 (Part V, line 2a)  | <b>5</b>   | <b>76</b>           |
|                                    | <b>6</b>   | Total number of volunteers (estimate if necessary)  | <b>6</b>   | <b>11</b>           |
|                                    |            | <b>7a</b>   | Total unrelated business revenue from Part VIII, column (C), line 12 | <b>7a</b>           |
| <b>7b</b>                          |            | Net unrelated business taxable income from Form 990-T, line 34  | <b>7b</b>  | <b>0.</b>           |
| <b>Revenue</b>                     | <b>8</b>   | Contributions and grants (Part VIII, line 1h)   | <b>Prior Year</b>  | <b>Current Year</b> |
|                                    | <b>9</b>   | Program service revenue (Part VIII, line 2g)  | <b>0.</b>  | <b>0.</b>           |
|                                    | <b>10</b>  | Investment income (Part VIII, column (A), lines 3, 4, and 7d)   | <b>13,376,901.</b>   | <b>15,609,749.</b>  |
|                                    | <b>11</b>  | Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)  | <b>-6,100.</b>   | <b>16,765.</b>      |
|                                    | <b>12</b>  | Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)  | <b>307,248.</b>  | <b>341,507.</b>     |
| <b>Expenses</b>                    | <b>13</b>  | Grants and similar amounts paid (Part IX, column (A), lines 1-3)  | <b>13,678,049.</b>   | <b>15,968,021.</b>  |
|                                    | <b>14</b>  | Benefits paid to or for members (Part IX, column (A), line 4)   | <b>192,250.</b>  | <b>199,000.</b>     |
|                                    | <b>15</b>  | Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)   | <b>0.</b>  | <b>0.</b>           |
|                                    | <b>16a</b> | Professional fundraising fees (Part IX, column (A), line 11e)   | <b>5,223,335.</b>  | <b>5,643,414.</b>   |
|                                    | <b>b</b>   | Total fundraising expenses (Part IX, column (D), line 25) ▶   | <b>0.</b>  | <b>0.</b>           |
|                                    | <b>17</b>  | Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)  | <b>6,958,991.</b>  | <b>8,207,090.</b>   |
|                                    | <b>18</b>  | Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)   | <b>12,374,576.</b>   | <b>14,049,504.</b>  |
| <b>Net Assets or Fund Balances</b> | <b>19</b>  | Revenue less expenses. Subtract line 18 from line 12  | <b>1,303,473.</b>  | <b>1,918,517.</b>   |
|                                    | <b>20</b>  | Total assets (Part X, line 16)  | <b>Beginning of Current Year</b>                                     | <b>End of Year</b>  |
|                                    | <b>21</b>  | Total liabilities (Part X, line 26)   | <b>7,790,991.</b>  | <b>10,132,308.</b>  |
|                                    | <b>22</b>  | Net assets or fund balances. Subtract line 21 from line 20  | <b>2,054,413.</b>  | <b>2,425,966.</b>   |
|                                    |            |   | <b>5,736,578.</b>  | <b>7,706,342.</b>   |

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

|                               |   |                                |                               |   |                          |
|-------------------------------|---|--------------------------------|-------------------------------|---|--------------------------|
| <b>Sign Here</b>              | Signature of officer  | Date                           |                               |   |                          |
|                               | <b>GINA PALMERTREE, DIRECTOR OF FINANCE</b><br>Type or print name and title       |                                |                               |   |                          |
| <b>Paid Preparer Use Only</b> | Print/Type preparer's name<br><b>SEAN HOLCOMB</b>                                 | Preparer's signature           | Date<br><b>06/14/17</b>       | Check if self-employed <input type="checkbox"/> | PTIN<br><b>P01249221</b> |
|                               | Firm's name ▶ <b>MAXWELL LOCKE &amp; RITTER LLP</b>                               | Firm's EIN ▶ <b>74-2900215</b> | Phone no. <b>512-370-3200</b> |   |                          |
|                               | Firm's address ▶ <b>401 CONGRESS AVENUE, SUITE 1100<br/>AUSTIN, TX 78701-9682</b> |                                |                               |   |                          |

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response or note to any line in this Part III ☒ **X**

- 1** Briefly describe the organization's mission:  
**PROMOTING CONVENTIONS, TRAVEL AND TOURISM IN AND TO THE CITY OF AUSTIN, AND PROVIDING RELATED SERVICES TO CONVENTION ATTENDEES, TRAVELERS, AND TOURISTS.**
- 
- 2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? ☐ Yes ☒ No  
 If "Yes," describe these new services on Schedule O.
- 3** Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No  
 If "Yes," describe these changes on Schedule O.
- 4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.
- 4a** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
**THE AUSTIN FILM COMMISSION FACILITATED OVER 30,185 PRODUCTION LEADS AND GENERATED 85 LOCATION PACKAGES FOR POTENTIAL PROJECTS. PRODUCTION STARTS WERE AT 44 FOR THE YEAR, LEADING TO 988 PRODUCTION DAYS.**  
**CONVENTION SALES GENERATED 689,123 HOTEL ROOM NIGHTS (115% OF GOAL). CONVENTION CENTER BOOKINGS REPRESENTED 264,921 OF THOSE ROOM NIGHTS (110% OF GOAL). 2,244 LEADS WERE GENERATED REPRESENTING OVER 3.6 MILLION ROOM NIGHTS.**  
**SIGNIFICANT BOOKINGS INCLUDE:**  
**DOCKER CON IN APRIL 2017 BRINGING 5,670 HOTEL ROOM NIGHTS WITH AN**
- 4b** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
**MUSIC MARKETING PROVIDED BOOKING REFERRALS FOR AUSTIN MUSICIANS FOR 268 EVENTS AND THE MUSIC OFFICE HAD 902 TOTAL MUSIC INQUIRIES. THE MUSIC OFFICES' KEY ACCOMPLISHMENTS INCLUDE: PARTNERSHIP WITH ALL ATX AND THE RELEASE OF ALL ATX LOW DOWN VIOLET CROWN CD AND ATTENDED/HOSTED MEDIA AT AUSTIN CITY LIMITS FESTIVAL, SOUND ON SOUND FEST, SXSW, AND NORTH BY NORTH EAST/CANADIAN MUSIC WEEK. IN ADDITION, THE MUSIC OFFICE HOSTED AUSTIN MUSIC SHOWCASES AND PERFORMANCES IN: VANCOUVER, SEATTLE, CHICAGO, AUSTIN AND WASHINGTON D.C, AS WELL AS INTERNATIONAL EVENTS IN LONDON, MEXICO CITY, AND FRANKFURT IN CONJUNCTION WITH THE BUREAU SALES AND MARKETING EFFORTS. THE MUSIC OFFICE ALSO PARTNERED WITH ACL LIVE IN THEIR LIVE MUSIC SERIES, "THE WINE DOWN" AND HIRED MUSICIANS TO PERFORM AT "LOCAL & LIVE," A MONTHLY MUSIC SERIES AT THE AUSTIN VISITOR**
- 4c** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
**THE TOURISM DEPARTMENT PARTICIPATED IN TRAVEL TRADESHOWS, SALES MISSIONS, HOSTED EDUCATIONAL FAMILIARIZATION TRIPS AND SITE VISITS TARGETING LEADING DOMESTIC AND INTERNATIONAL TRAVEL TRADE CLIENTS FROM THE USA, CANADA, MEXICO, EUROPE, AUSTRALIA, AND ASIA. THE AUSTIN CONVENTION AND VISITORS BUREAU'S TOURISM DEPARTMENT FOCUSED ON ACHIEVING DIRECT GROWTH WITH TOUR PROVIDERS AND PARTNERSHIPS WITH MAJOR INDUSTRY ENTITIES INCLUDING BRAND USA, UNITED STATES TRAVEL ASSOCIATION, AND THE TEXAS TOURISM OFFICE. IN FY 2015-2016, THE TOURISM DEPARTMENT ISSUED 296 PARTNER LEADS AND WAS SUCCESSFUL IN INCREASING PRODUCT MIX BY 8 PERCENT, AS WELL AS FACILITATED OR PROVIDED MATERIALS FOR DESTINATION TRAININGS FOR OVER 3,893 TRAVEL INDUSTRY REPRESENTATIVES.**
- 4d** Other program services (Describe in Schedule O.)  
 (Expenses \$ including grants of \$ ) (Revenue \$ )
- 4e** Total program service expenses 



**Part IV Checklist of Required Schedules**

|   | Yes | No |
|---|-----|----|
| <b>1</b> Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?<br><i>If "Yes," complete Schedule A</i>  |     | X  |
| <b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?   |     | X  |
| <b>3</b> Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>  |     | X  |
| <b>4</b> <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>   | N/A |    |
| <b>5</b> Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>   |     | X  |
| <b>6</b> Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>  |     | X  |
| <b>7</b> Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>  |     | X  |
| <b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>   |     | X  |
| <b>9</b> Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services?<br><i>If "Yes," complete Schedule D, Part IV</i>         |     | X  |
| <b>10</b> Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>   |     | X  |
| <b>11</b> If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.   |     |    |
| <b>a</b> Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>   | X   |    |
| <b>b</b> Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>   |     | X  |
| <b>c</b> Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>   |     | X  |
| <b>d</b> Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>  |     | X  |
| <b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>   | X   |    |
| <b>f</b> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>  |     | X  |
| <b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>  |     | X  |
| <b>b</b> Was the organization included in consolidated, independent audited financial statements for the tax year?<br><i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>  |     | X  |
| <b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>  |     | X  |
| <b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States?  |     | X  |
| <b>b</b> Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> |     | X  |
| <b>15</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>   |     | X  |
| <b>16</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>   |     | X  |
| <b>17</b> Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>   |     | X  |
| <b>18</b> Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>   |     | X  |
| <b>19</b> Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>   |     | X  |

**Part IV Checklist of Required Schedules** (continued)

|  | Yes | No |
|--|-----|----|
| <b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i> .....  |     | X  |
| <b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return? .....  |     |    |
| <b>21</b> Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> .....   | X   |    |
| <b>22</b> Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> .....   |     | X  |
| <b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> .....  | X   |    |
| <b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i> .....                           |     | X  |
| <b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....   |     |    |
| <b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....  |     |    |
| <b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....   |     |    |
| <b>25a</b> <b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> .....  | N/A |    |
| <b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> .....  | N/A |    |
| <b>26</b> Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i> .....                                 |     | X  |
| <b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> ..... |     | X  |
| <b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):  |     |    |
| <b>a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....  |     | X  |
| <b>b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> .....   |     | X  |
| <b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> .....   |     | X  |
| <b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> .....  |     | X  |
| <b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> .....  |     | X  |
| <b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i> .....  |     | X  |
| <b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> .....  |     | X  |
| <b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> .....  |     | X  |
| <b>34</b> Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i> .....  | X   |    |
| <b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)? .....   |     | X  |
| <b>b</b> If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....  |     |    |
| <b>36</b> <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> .....   | N/A |    |
| <b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> .....   |     | X  |
| <b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? .....   | X   |    |

**Note.** All Form 990 filers are required to complete Schedule O .....Form **990** (2015)

**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response or note to any line in this Part V ☐

|            |  | Yes | No |
|------------|--|-----|----|
| <b>1a</b>  | Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable   |     |    |
| <b>1b</b>  | Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable  |     |    |
| <b>1c</b>  | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?   | X   |    |
| <b>2a</b>  | Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return  |     |    |
| <b>2b</b>  | If at least one is reported on line 2a, did the organization file all required federal employment tax returns?<br><b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)         | X   |    |
| <b>3a</b>  | Did the organization have unrelated business gross income of \$1,000 or more during the year?  |     | X  |
| <b>3b</b>  | If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O   |     |    |
| <b>4a</b>  | At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)? |     | X  |
| <b>4b</b>  | If "Yes," enter the name of the foreign country:<br>See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).  |     |    |
| <b>5a</b>  | Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?  |     | X  |
| <b>5b</b>  | Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?   |     | X  |
| <b>5c</b>  | If "Yes," to line 5a or 5b, did the organization file Form 8886-T?   |     |    |
| <b>6a</b>  | Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?                                    |     | X  |
| <b>6b</b>  | If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?  |     |    |
| <b>7</b>   | <b>Organizations that may receive deductible contributions under section 170(c).</b> N/A   |     |    |
| <b>7a</b>  | Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?  |     |    |
| <b>7b</b>  | If "Yes," did the organization notify the donor of the value of the goods or services provided?  |     |    |
| <b>7c</b>  | Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?   |     |    |
| <b>7d</b>  | If "Yes," indicate the number of Forms 8282 filed during the year  |     |    |
| <b>7e</b>  | Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?  |     |    |
| <b>7f</b>  | Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?   |     |    |
| <b>7g</b>  | If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?   | N/A |    |
| <b>7h</b>  | If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?   | N/A |    |
| <b>8</b>   | <b>Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year? N/A   |     |    |
| <b>9</b>   | <b>Sponsoring organizations maintaining donor advised funds.</b>   |     |    |
| <b>9a</b>  | Did the sponsoring organization make any taxable distributions under section 4966? N/A   |     |    |
| <b>9b</b>  | Did the sponsoring organization make a distribution to a donor, donor advisor, or related person? N/A  |     |    |
| <b>10</b>  | <b>Section 501(c)(7) organizations.</b> Enter:   |     |    |
| <b>10a</b> | Initiation fees and capital contributions included on Part VIII, line 12 N/A   |     |    |
| <b>10b</b> | Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities  |     |    |
| <b>11</b>  | <b>Section 501(c)(12) organizations.</b> Enter:  |     |    |
| <b>11a</b> | Gross income from members or shareholders N/A  |     |    |
| <b>11b</b> | Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)   |     |    |
| <b>12a</b> | <b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?  |     |    |
| <b>12b</b> | If "Yes," enter the amount of tax-exempt interest received or accrued during the year N/A  |     |    |
| <b>13</b>  | <b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>  |     |    |
| <b>13a</b> | Is the organization licensed to issue qualified health plans in more than one state? N/A<br><b>Note.</b> See the instructions for additional information the organization must report on Schedule O.                                       |     |    |
| <b>13b</b> | Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans  |     |    |
| <b>13c</b> | Enter the amount of reserves on hand   |     |    |
| <b>14a</b> | Did the organization receive any payments for indoor tanning services during the tax year?   |     | X  |
| <b>14b</b> | If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O  |     |    |

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

☒**Section A. Governing Body and Management**

|   | Yes | No |
|---|-----|----|
| <b>1a</b> Enter the number of voting members of the governing body at the end of the tax year ..... <b>1a</b> 30<br>If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O. |     |    |
| <b>b</b> Enter the number of voting members included in line 1a, above, who are independent ..... <b>1b</b> 30  |     |    |
| <b>2</b> Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? ..... <b>2</b>   |     | X  |
| <b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? ..... <b>3</b>  |     | X  |
| <b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? ..... <b>4</b>  |     | X  |
| <b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets? ..... <b>5</b>  |     | X  |
| <b>6</b> Did the organization have members or stockholders? ..... <b>6</b>  |     | X  |
| <b>7a</b> Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? ..... <b>7a</b>  |     | X  |
| <b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? ..... <b>7b</b>  |     | X  |
| <b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:  |     |    |
| <b>a</b> The governing body? ..... <b>8a</b>  | X   |    |
| <b>b</b> Each committee with authority to act on behalf of the governing body? ..... <b>8b</b>  | X   |    |
| <b>9</b> Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O ..... <b>9</b>  |     | X  |

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

|  | Yes | No |
|--|-----|----|
| <b>10a</b> Did the organization have local chapters, branches, or affiliates? ..... <b>10a</b>   |     | X  |
| <b>b</b> If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? ..... <b>10b</b>   |     |    |
| <b>11a</b> Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? ..... <b>11a</b>  | X   |    |
| <b>b</b> Describe in Schedule O the process, if any, used by the organization to review this Form 990.   |     |    |
| <b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13 ..... <b>12a</b>  | X   |    |
| <b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? ..... <b>12b</b>  | X   |    |
| <b>c</b> Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done ..... <b>12c</b>   | X   |    |
| <b>13</b> Did the organization have a written whistleblower policy? ..... <b>13</b>  | X   |    |
| <b>14</b> Did the organization have a written document retention and destruction policy? ..... <b>14</b>   | X   |    |
| <b>15</b> Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?   |     |    |
| <b>a</b> The organization's CEO, Executive Director, or top management official ..... <b>15a</b>   | X   |    |
| <b>b</b> Other officers or key employees of the organization ..... <b>15b</b>  | X   |    |
| If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).  |     |    |
| <b>16a</b> Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? ..... <b>16a</b>  |     | X  |
| <b>b</b> If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? ..... <b>16b</b> |     |    |

**Section C. Disclosure**

**17** List the states with which a copy of this Form 990 is required to be filed: **NONE**

**18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

**19** Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

**20** State the name, address, and telephone number of the person who possesses the organization's books and records: **GINA PALMERTREE - 512-474-5171**  
**111 CONGRESS AVENUE, SUITE 700, AUSTIN, TX 78701**

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Check if Schedule O contains a response or note to any line in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

| (A)<br>Name and Title                    | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position<br>(do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|---|--|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|  |   | Individual trustee or director   | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (1) GENE MCMENAMIN<br>BOARD CHAIR        | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (2) JILL GRIFFIN<br>IMMEDIATE PAST CHAIR | 1.00  | X  |                       | X       |              |                              |        | 0.   | 0.  | 0.  |
| (3) GREG CHANON<br>DIRECTOR              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (4) ALBERT BLACK<br>DIRECTOR             | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (5) LANCE STUMPF<br>AT LARGE             | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (6) MARK TESTER<br>AT LARGE              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (7) GLENN WEST<br>AT LARGE               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (8) SCOTT BLALOCK<br>DIRECTOR            | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (9) JACK BOONE<br>DIRECTOR               | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (10) DAVID BULL<br>DIRECTOR              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (11) BILLY CARTER<br>DIRECTOR            | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (12) JERRY CONWAY<br>DIRECTOR            | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (13) JENNIFER CURRIER<br>DIRECTOR        | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (14) JOHN DAIGRE<br>DIRECTOR             | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (15) MICHAEL GIRARD<br>DIRECTOR          | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (16) ROB HAGELBERG<br>DIRECTOR           | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (17) KERRY HALL<br>DIRECTOR              | 1.00  | X  |                       |         |              |                              |        | 0.   | 0.  | 0.  |

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title  | (B)<br>Average hours per week (list any hours for related organizations below line) | (C)<br>Position (do not check more than one box, unless person is both an officer and a director/trustee) |                       |         |              |                              |        | (D)<br>Reportable compensation from the organization (W-2/1099-MISC) | (E)<br>Reportable compensation from related organizations (W-2/1099-MISC) | (F)<br>Estimated amount of other compensation from the organization and related organizations |
|--|---|---|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
|  |   | Individual trustee or director  | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |  |   |   |
| (18) JESSE HERMAN<br>DIRECTOR  | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (19) GARY MANLEY<br>DIRECTOR   | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (20) GREG MARCHBANKS<br>DIRECTOR                                     | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (21) ARCHIE MCAFEE<br>DIRECTOR                                       | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (22) TEDDY MCDANIEL<br>DIRECTOR                                      | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (23) DREW MCQUADE<br>DIRECTOR  | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (24) JEFF NEWBERG<br>DIRECTOR  | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (25) FORREST PREECE<br>DIRECTOR                                      | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| (26) TOM SCHURR<br>DIRECTOR  | 1.00  | X   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| <b>1b Sub-total</b> .....  |   |   |                       |         |              |                              |        | 0.   | 0.  | 0.  |
| <b>c Total from continuation sheets to Part VII, Section A</b> ..... |   |   |                       |         |              |                              |        | 1,516,116.   | 0.  | 189,980.  |
| <b>d Total (add lines 1b and 1c)</b> .....                           |   |   |                       |         |              |                              |        | 1,516,116.   | 0.  | 189,980.  |

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

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- 3** Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 4** For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual
- 5** Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

|   | Yes | No |
|---|-----|----|
| 3 |     | X  |
| 4 | X   |    |
| 5 |     | X  |

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

| (A)<br>Name and business address                              | (B)<br>Description of services | (C)<br>Compensation |
|---|--------------------------------|---------------------|
| BELMONT ICEHOUSE<br>3116 COMMERCE STREET, DALLAS, TX 75226    | ADVERTISING                    | 2,268,518.          |
| BLOCK 21 SERVICE CO LLC<br>310 W 2ND STREET, AUSTIN, TX 78701 | VENUE                          | 305,843.            |
| NOP 301 CONGRESS<br>PO BOX 733165, DALLAS, TX 75373           | RENT                           | 172,525.            |
| PKY ONE CONGRESS PLAZA<br>PO BOX 204874, DALLAS, TX 75320     | RENT                           | 119,195.            |

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization

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SEE PART VII, SECTION A CONTINUATION SHEETS

Form **990** (2015)

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

| (A)<br>Name and title                                       | (B)<br>Average<br>hours<br>per<br>week<br>(list any<br>hours for<br>related<br>organizations<br>below<br>line) | (C)<br>Position<br>(check all that apply) |                       |         |              |                              |        | (D)<br>Reportable<br>compensation<br>from<br>the<br>organization<br>(W-2/1099-MISC) | (E)<br>Reportable<br>compensation<br>from related<br>organizations<br>(W-2/1099-MISC) | (F)<br>Estimated<br>amount of<br>other<br>compensation<br>from the<br>organization<br>and related<br>organizations |
|---|--|---|-----------------------|---------|--------------|------------------------------|--------|---|---|--|
|   |  | Individual trustee or director            | Institutional trustee | Officer | Key employee | Highest compensated employee | Former |   |   |  |
| (27) FRANK SPILLMAN<br>DIRECTOR                             | 1.00   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (28) TOM STACY<br>DIRECTOR                                  | 1.00   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (29) MARK WASHINGTON<br>DIRECTOR                            | 1.00   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (30) ROBERT WATSON<br>DIRECTOR                              | 1.00   | X   |                       |         |              |                              |        | 0.  | 0.  | 0.   |
| (31) ROBERT LANDER<br>PRESIDENT & CEO                       | 40.00  |   |                       | X       |              |                              |        | 363,203.  | 0.  | 36,295.  |
| (32) LINDA ATKINS<br>VICE PRESIDENT-SERVICES                | 40.00  |   |                       | X       |              |                              |        | 103,063.  | 0.  | 14,218.  |
| (33) JULIE CHASE<br>VICE PRESIDENT-CMO                      | 40.00  |   |                       | X       |              |                              |        | 146,839.  | 0.  | 17,938.  |
| (34) MARY KAY HACKLEY<br>VICE PRESIDENT-STRATEGIC ALLIANCES | 40.00  |   |                       | X       |              |                              |        | 115,550.  | 0.  | 15,724.  |
| (35) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALES        | 40.00  |   |                       | X       |              |                              |        | 210,231.  | 0.  | 32,422.  |
| (36) SARAH MCCABE<br>DIRECTOR-CENTRAL REGIONAL SALES        | 40.00  |   |                       |         |              | X                            |        | 118,036.  | 0.  | 10,553.  |
| (37) JAMES DOHERTY<br>DIRECTOR-EASTERN REGIONAL SALES       | 40.00  |   |                       |         |              | X                            |        | 115,260.  | 0.  | 15,613.  |
| (38) KRISTEN PARKER<br>DIRECTOR-EASTERN REGIONAL SALES      | 40.00  |   |                       |         |              | X                            |        | 122,861.  | 0.  | 18,329.  |
| (39) AMY BROWN<br>DIRECTOR OF SALES                         | 40.00  |   |                       |         |              | X                            |        | 114,156.  | 0.  | 15,536.  |
| (40) JENNIFER WALKER<br>DIRECTOR OF MARKETING               | 40.00  |   |                       |         |              | X                            |        | 106,917.  | 0.  | 13,352.  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
|   |  |   |                       |         |              |                              |        |   |   |  |
| Total to Part VII, Section A, line 1c                       |  |   |                       |         |              |                              |        | 1,516,116.  |   | 189,980.   |

**Part VIII Statement of Revenue**Check if Schedule O contains a response or note to any line in this Part VIII ☐

|   |  |                      |               | (A)<br>Total revenue | (B)<br>Related or<br>exempt function<br>revenue | (C)<br>Unrelated<br>business<br>revenue | (D)<br>Revenue excluded<br>from tax under<br>sections<br>512 - 514 |
|---|--|----------------------|---------------|----------------------|---|---|--|
| <b>Contributions, Gifts, Grants<br/>and Other Similar Amounts</b> | <b>1 a</b> Federated campaigns .....   | <b>1a</b>            |               |                      |   |   |  |
|   | <b>b</b> Membership dues .....   | <b>1b</b>            |               |                      |   |   |  |
|   | <b>c</b> Fundraising events .....  | <b>1c</b>            |               |                      |   |   |  |
|   | <b>d</b> Related organizations .....   | <b>1d</b>            |               |                      |   |   |  |
|   | <b>e</b> Government grants (contributions) .....   | <b>1e</b>            |               |                      |   |   |  |
|   | <b>f</b> All other contributions, gifts, grants, and<br>similar amounts not included above .....   | <b>1f</b>            |               |                      |   |   |  |
|   | <b>g</b> Noncash contributions included in lines 1a-1f: \$ .....   |                      |               |                      |   |   |  |
|   | <b>h Total.</b> Add lines 1a-1f .....  |                      |               |                      |   |   |  |
| <b>Program Service<br/>Revenue</b>                                | <b>2 a</b> GOV'T CONTRACTS-AUSTIN .....  | <b>Business Code</b> | 900099        | 14,473,733.          | 14,473,733.                                     |   |  |
|   | <b>b</b> SPONSORSHIPS .....  |                      | 900099        | 760,568.             | 760,568.  |   |  |
|   | <b>c</b> HOUSING & REGISTRATION SERVICES .....   |                      | 900099        | 364,879.             | 364,879.  |   |  |
|   | <b>d</b> BROCHURE RACK PLACEMENT .....   |                      | 900099        | 10,569.              | 10,569.   |   |  |
|   | <b>e</b> .....   |                      |               |                      |   |   |  |
|   | <b>f</b> All other program service revenue .....   |                      |               |                      |   |   |  |
|   | <b>g Total.</b> Add lines 2a-2f .....  |                      |               | 15,609,749.          |   |   |  |
|   | <b>3</b> Investment income (including dividends, interest, and<br>other similar amounts) .....   |                      |               | 2,999.               |   |   | 2,999.   |
| <b>4</b> Income from investment of tax-exempt bond proceeds ..... |  |                      |               |                      |   |   |  |
| <b>5</b> Royalties .....  |  |                      | 304.          |                      |   | 304.                                    |  |
| <b>Other Revenue</b>  | <b>6 a</b> Gross rents .....   | (i) Real             | (ii) Personal |                      |   |   |  |
|   | <b>b</b> Less: rental expenses .....   |                      |               |                      |   |   |  |
|   | <b>c</b> Rental income or (loss) .....   |                      |               |                      |   |   |  |
|   | <b>d</b> Net rental income or (loss) .....   |                      |               |                      |   |   |  |
|   | <b>7 a</b> Gross amount from sales of<br>assets other than inventory .....   | (i) Securities       | (ii) Other    |                      |   |   |  |
|   | <b>b</b> Less: cost or other basis<br>and sales expenses .....   |                      |               | 13,766.              |   |   |  |
|   | <b>c</b> Gain or (loss) .....  |                      |               | 0.                   |   |   |  |
|   | <b>d</b> Net gain or (loss) .....  |                      |               | 13,766.              |   |   | 13,766.  |
|   | <b>8 a</b> Gross income from fundraising events (not<br>including \$ _____ of<br>contributions reported on line 1c). See<br>Part IV, line 18 ..... | <b>a</b>             |               |                      |   |   |  |
|   | <b>b</b> Less: direct expenses .....   | <b>b</b>             |               |                      |   |   |  |
|   | <b>c</b> Net income or (loss) from fundraising events .....  |                      |               |                      |   |   |  |
|   | <b>9 a</b> Gross income from gaming activities. See<br>Part IV, line 19 .....  | <b>a</b>             |               |                      |   |   |  |
|   | <b>b</b> Less: direct expenses .....   | <b>b</b>             |               |                      |   |   |  |
|   | <b>c</b> Net income or (loss) from gaming activities .....   |                      |               |                      |   |   |  |
|   | <b>10 a</b> Gross sales of inventory, less returns<br>and allowances .....   | <b>a</b>             |               | 1,204,278.           |   |   |  |
|   | <b>b</b> Less: cost of goods sold .....  | <b>b</b>             |               | 890,135.             |   |   |  |
|   | <b>c</b> Net income or (loss) from sales of inventory .....  |                      |               | 314,143.             | 314,143.  |   |  |
|   | <b>Miscellaneous Revenue</b>   |                      |               | <b>Business Code</b> |   |   |  |
| <b>11 a</b> OTHER REVENUE .....                                   |  | 900099               | 27,060.       | 27,060.              |   |   |  |
| <b>b</b> .....  |  |                      |               |                      |   |   |  |
| <b>c</b> .....  |  |                      |               |                      |   |   |  |
| <b>d</b> All other revenue .....                                  |  |                      |               |                      |   |   |  |
| <b>e Total.</b> Add lines 11a-11d .....                           |  |                      | 27,060.       |                      |   |   |  |
| <b>12 Total revenue.</b> See instructions. ....                   |  |                      | 15,968,021.   | 15,950,952.          | 0.  | 17,069.                                 |  |



**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.   | (A)<br>Total expenses | (B)<br>Program service expenses | (C)<br>Management and general expenses | (D)<br>Fundraising expenses |
|--|-----------------------|---------------------------------|--|-----------------------------|
| <b>1</b> Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21  | 199,000.              |                                 |  |                             |
| <b>2</b> Grants and other assistance to domestic individuals. See Part IV, line 22   |                       |                                 |  |                             |
| <b>3</b> Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16  |                       |                                 |  |                             |
| <b>4</b> Benefits paid to or for members   |                       |                                 |  |                             |
| <b>5</b> Compensation of current officers, directors, trustees, and key employees  | 1,055,483.            |                                 |  |                             |
| <b>6</b> Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)   |                       |                                 |  |                             |
| <b>7</b> Other salaries and wages  | 3,438,986.            |                                 |  |                             |
| <b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)  | 179,482.              |                                 |  |                             |
| <b>9</b> Other employee benefits   | 669,602.              |                                 |  |                             |
| <b>10</b> Payroll taxes  | 299,861.              |                                 |  |                             |
| <b>11</b> Fees for services (non-employees):   |                       |                                 |  |                             |
| <b>a</b> Management  |                       |                                 |  |                             |
| <b>b</b> Legal   | 24,911.               |                                 |  |                             |
| <b>c</b> Accounting  | 22,350.               |                                 |  |                             |
| <b>d</b> Lobbying  |                       |                                 |  |                             |
| <b>e</b> Professional fundraising services. See Part IV, line 17   |                       |                                 |  |                             |
| <b>f</b> Investment management fees  |                       |                                 |  |                             |
| <b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch. O.)  | 321,293.              |                                 |  |                             |
| <b>12</b> Advertising and promotion  | 3,710,423.            |                                 |  |                             |
| <b>13</b> Office expenses  | 653,496.              |                                 |  |                             |
| <b>14</b> Information technology   |                       |                                 |  |                             |
| <b>15</b> Royalties  |                       |                                 |  |                             |
| <b>16</b> Occupancy  | 988,821.              |                                 |  |                             |
| <b>17</b> Travel   | 733,456.              |                                 |  |                             |
| <b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials   |                       |                                 |  |                             |
| <b>19</b> Conferences, conventions, and meetings   | 767,882.              |                                 |  |                             |
| <b>20</b> Interest   | 34,003.               |                                 |  |                             |
| <b>21</b> Payments to affiliates   | 389,576.              |                                 |  |                             |
| <b>22</b> Depreciation, depletion, and amortization  | 227,535.              |                                 |  |                             |
| <b>23</b> Insurance  | 53,933.               |                                 |  |                             |
| <b>24</b> Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.) |                       |                                 |  |                             |
| <b>a DUES AND SUBSCRIPTIONS</b>  | 134,575.              |                                 |  |                             |
| <b>b RESEARCH</b>  | 112,097.              |                                 |  |                             |
| <b>c MISCELLANEOUS</b>   | 32,739.               |                                 |  |                             |
| <b>d</b>   |                       |                                 |  |                             |
| <b>e</b> All other expenses  |                       |                                 |  |                             |
| <b>25 Total functional expenses.</b> Add lines 1 through 24e   | 14,049,504.           |                                 |  |                             |
| <b>26 Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.                                     |                       |                                 |  |                             |

Check here ☐ if following SOP 98-2 (ASC 958-720)

**Part X Balance Sheet**Check if Schedule O contains a response or note to any line in this Part X ☐

|  |  | (A)<br>Beginning of year |             | (B)<br>End of year |
|--|--|--------------------------|-------------|--------------------|
| <b>Assets</b>  | <b>1</b> Cash - non-interest-bearing .....   | 1,491.                   | <b>1</b>    | 1,491.             |
|  | <b>2</b> Savings and temporary cash investments .....  | 3,991,496.               | <b>2</b>    | 5,571,310.         |
|  | <b>3</b> Pledges and grants receivable, net .....  |                          | <b>3</b>    |                    |
|  | <b>4</b> Accounts receivable, net .....  | 1,402,087.               | <b>4</b>    | 2,197,063.         |
|  | <b>5</b> Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....   |                          | <b>5</b>    |                    |
|  | <b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L ..... |                          | <b>6</b>    |                    |
|  | <b>7</b> Notes and loans receivable, net .....   |                          | <b>7</b>    |                    |
|  | <b>8</b> Inventories for sale or use .....   | 257,814.                 | <b>8</b>    | 265,225.           |
|  | <b>9</b> Prepaid expenses and deferred charges .....   | 357,158.                 | <b>9</b>    | 315,341.           |
|  | <b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....   | <b>10a</b> 1,910,359.    |             |                    |
|  | <b>b</b> Less: accumulated depreciation .....  | <b>10b</b> 598,519.      |             |                    |
|  | <b>11</b> Investments - publicly traded securities .....   | 1,361,355.               | <b>10c</b>  | 1,311,840.         |
|  | <b>12</b> Investments - other securities. See Part IV, line 11 .....   | 360,005.                 | <b>11</b>   | 411,253.           |
|  | <b>13</b> Investments - program-related. See Part IV, line 11 .....  |                          | <b>12</b>   |                    |
|  | <b>14</b> Intangible assets .....  |                          | <b>13</b>   |                    |
|  | <b>15</b> Other assets. See Part IV, line 11 .....   | 59,585.                  | <b>14</b>   | 58,785.            |
| <b>16</b> <b>Total assets.</b> Add lines 1 through 15 (must equal line 34) ..... | 7,790,991.   | <b>15</b>                | 10,132,308. |                    |
| <b>Liabilities</b>   | <b>17</b> Accounts payable and accrued expenses .....  | 537,620.                 | <b>16</b>   | 596,211.           |
|  | <b>18</b> Grants payable .....   | 371,635.                 | <b>17</b>   | 461,140.           |
|  | <b>19</b> Deferred revenue .....   | 0.                       | <b>18</b>   | 199,999.           |
|  | <b>20</b> Tax-exempt bond liabilities .....  |                          | <b>19</b>   |                    |
|  | <b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D .....  |                          | <b>20</b>   |                    |
|  | <b>22</b> Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....   |                          | <b>21</b>   |                    |
|  | <b>23</b> Secured mortgages and notes payable to unrelated third parties .....   | 675,109.                 | <b>22</b>   | 573,517.           |
|  | <b>24</b> Unsecured notes and loans payable to unrelated third parties .....   |                          | <b>23</b>   |                    |
|  | <b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....  | 470,049.                 | <b>24</b>   | 595,099.           |
|  | <b>26</b> <b>Total liabilities.</b> Add lines 17 through 25 .....  | 2,054,413.               | <b>25</b>   | 2,425,966.         |
| <b>Net Assets or Fund Balances</b>   | <b>Organizations that follow SFAS 117 (ASC 958), check here</b> <input checked="" type="checkbox"/> <b>and complete lines 27 through 29, and lines 33 and 34.</b>  |                          | <b>26</b>   |                    |
|  | <b>27</b> Unrestricted net assets .....  | 5,732,203.               | <b>27</b>   | 7,701,967.         |
|  | <b>28</b> Temporarily restricted net assets .....  | 4,375.                   | <b>28</b>   | 4,375.             |
|  | <b>29</b> Permanently restricted net assets .....  |                          | <b>29</b>   |                    |
|  | <b>Organizations that do not follow SFAS 117 (ASC 958), check here</b> <input type="checkbox"/> <b>and complete lines 30 through 34.</b>   |                          |             |                    |
|  | <b>30</b> Capital stock or trust principal, or current funds .....   |                          | <b>30</b>   |                    |
|  | <b>31</b> Paid-in or capital surplus, or land, building, or equipment fund .....   |                          | <b>31</b>   |                    |
|  | <b>32</b> Retained earnings, endowment, accumulated income, or other funds .....   |                          | <b>32</b>   |                    |
|  | <b>33</b> Total net assets or fund balances .....  | 5,736,578.               | <b>33</b>   | 7,706,342.         |
|  | <b>34</b> Total liabilities and net assets/fund balances .....   | 7,790,991.               | <b>34</b>   | 10,132,308.        |

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response or note to any line in this Part XI ☐

|           |  |           |             |
|-----------|--|-----------|-------------|
| <b>1</b>  | Total revenue (must equal Part VIII, column (A), line 12)  | <b>1</b>  | 15,968,021. |
| <b>2</b>  | Total expenses (must equal Part IX, column (A), line 25)   | <b>2</b>  | 14,049,504. |
| <b>3</b>  | Revenue less expenses. Subtract line 2 from line 1   | <b>3</b>  | 1,918,517.  |
| <b>4</b>  | Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))                      | <b>4</b>  | 5,736,578.  |
| <b>5</b>  | Net unrealized gains (losses) on investments   | <b>5</b>  | 51,247.     |
| <b>6</b>  | Donated services and use of facilities   | <b>6</b>  |             |
| <b>7</b>  | Investment expenses  | <b>7</b>  |             |
| <b>8</b>  | Prior period adjustments   | <b>8</b>  |             |
| <b>9</b>  | Other changes in net assets or fund balances (explain in Schedule O)   | <b>9</b>  | 0.          |
| <b>10</b> | Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B)) | <b>10</b> | 7,706,342.  |

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response or note to any line in this Part XII ☒

|   | Yes       | No       |
|---|-----------|----------|
| <b>1</b> Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____<br>If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.  |           |          |
| <b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant? _____<br>If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis | <b>2a</b> | <b>X</b> |
| <b>b</b> Were the organization's financial statements audited by an independent accountant? _____<br>If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:<br><input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis                 | <b>2b</b> | <b>X</b> |
| <b>c</b> If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____<br>If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.  | <b>2c</b> | <b>X</b> |
| <b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____  | <b>3a</b> | <b>X</b> |
| <b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits _____   | <b>3b</b> |          |

Form 990 (2015)

**SCHEDULE D**  
(Form 990)

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**  
▶ **Attach to Form 990.**

▶ **Information about Schedule D (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

OMB No. 1545-0047

**2015**

**Open to Public Inspection**

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

|   | (a) Donor advised funds      | (b) Funds and other accounts |
|---|------------------------------|------------------------------|
| 1 Total number at end of year .....   |                              |                              |
| 2 Aggregate value of contributions to (during year) .....   |                              |                              |
| 3 Aggregate value of grants from (during year) .....  |                              |                              |
| 4 Aggregate value at end of year .....  |                              |                              |
| 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? .....  | <input type="checkbox"/> Yes | <input type="checkbox"/> No  |
| 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ..... | <input type="checkbox"/> Yes | <input type="checkbox"/> No  |

**Part II Conservation Easements.** Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

|  |   |
|--|---|
| <input type="checkbox"/> Preservation of land for public use (e.g., recreation or education) | <input type="checkbox"/> Preservation of a historically important land area |
| <input type="checkbox"/> Protection of natural habitat                                       | <input type="checkbox"/> Preservation of a certified historic structure     |
| <input type="checkbox"/> Preservation of open space  |   |

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

|  | Held at the End of the Tax Year |
|--|---------------------------------|
| a Total number of conservation easements .....   | 2a                              |
| b Total acreage restricted by conservation easements .....   | 2b                              |
| c Number of conservation easements on a certified historic structure included in (a) .....   | 2c                              |
| d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register ..... | 2d                              |

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ .....

4 Number of states where property subject to conservation easement is located ▶ .....

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? .....

☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ .....

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$ .....

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? .....

☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1 .....

(ii) Assets included in Form 990, Part X .....

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included on Form 990, Part VIII, line 1 .....

b Assets included in Form 990, Part X .....

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

**3** Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

**a** ☐ Public exhibition

**d** ☐ Loan or exchange programs

**b** ☐ Scholarly research

**e** ☐ Other \_\_\_\_\_

**c** ☐ Preservation for future generations

**4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

**5** During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

**1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

**b** If "Yes," explain the arrangement in Part XIII and complete the following table:

|  | Amount    |
|--|-----------|
| <b>c</b> Beginning balance             | <b>1c</b> |
| <b>d</b> Additions during the year     | <b>1d</b> |
| <b>e</b> Distributions during the year | <b>1e</b> |
| <b>f</b> Ending balance                | <b>1f</b> |

**2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

**b** If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII ☐

**Part V Endowment Funds.** Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

|   | (a) Current year | (b) Prior year | (c) Two years back | (d) Three years back | (e) Four years back |
|---|------------------|----------------|--------------------|----------------------|---------------------|
| <b>1a</b> Beginning of year balance                     |                  |                |                    |                      |                     |
| <b>b</b> Contributions                                  |                  |                |                    |                      |                     |
| <b>c</b> Net investment earnings, gains, and losses     |                  |                |                    |                      |                     |
| <b>d</b> Grants or scholarships                         |                  |                |                    |                      |                     |
| <b>e</b> Other expenditures for facilities and programs |                  |                |                    |                      |                     |
| <b>f</b> Administrative expenses                        |                  |                |                    |                      |                     |
| <b>g</b> End of year balance                            |                  |                |                    |                      |                     |

**2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

**a** Board designated or quasi-endowment ☐ %

**b** Permanent endowment ☐ %

**c** Temporarily restricted endowment ☐ %

The percentages on lines 2a, 2b, and 2c should equal 100%.

**3a** Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

(i) unrelated organizations

(ii) related organizations

|               | Yes | No |
|---------------|-----|----|
| <b>3a(i)</b>  |     |    |
| <b>3a(ii)</b> |     |    |
| <b>3b</b>     |     |    |

**b** If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? ☐

**4** Describe in Part XIII the intended uses of the organization's endowment funds.

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

| Description of property  | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|---------------------------------|------------------------------|----------------|
| <b>1a</b> Land   |                                      |                                 |                              |                |
| <b>b</b> Buildings   |                                      |                                 |                              |                |
| <b>c</b> Leasehold improvements  |                                      | 1,255,288.                      | 393,284.                     | 862,004.       |
| <b>d</b> Equipment   |                                      | 619,423.                        | 194,066.                     | 425,357.       |
| <b>e</b> Other   |                                      | 35,648.                         | 11,169.                      | 24,479.        |
| <b>Total.</b> Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.) |                                      |                                 |                              | 1,311,840.     |

Schedule D (Form 990) 2015

**Part VII Investments - Other Securities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

| (a) Description of security or category (including name of security)      | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) Financial derivatives .....   |                |   |
| (2) Closely-held equity interests .....                                   |                |   |
| (3) Other .....   |                |   |
| (A) .....   |                |   |
| (B) .....   |                |   |
| (C) .....   |                |   |
| (D) .....   |                |   |
| (E) .....   |                |   |
| (F) .....   |                |   |
| (G) .....   |                |   |
| (H) .....   |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ► |                |   |

**Part VIII Investments - Program Related.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

| (a) Description of investment   | (b) Book value | (c) Method of valuation: Cost or end-of-year market value |
|---|----------------|---|
| (1) .....   |                |   |
| (2) .....   |                |   |
| (3) .....   |                |   |
| (4) .....   |                |   |
| (5) .....   |                |   |
| (6) .....   |                |   |
| (7) .....   |                |   |
| (8) .....   |                |   |
| (9) .....   |                |   |
| <b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ► |                |   |

**Part IX Other Assets.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

| (a) Description   | (b) Book value |
|---|----------------|
| (1) .....   |                |
| (2) .....   |                |
| (3) .....   |                |
| (4) .....   |                |
| (5) .....   |                |
| (6) .....   |                |
| (7) .....   |                |
| (8) .....   |                |
| (9) .....   |                |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.) ► |                |

**Part X Other Liabilities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

| 1. (a) Description of liability   | (b) Book value |  |
|---|----------------|--|
| (1) Federal income taxes  |                |  |
| (2) DEFERRED COMPENSATION OBLIGATION  | 411,253.       |  |
| (3) DEFERRED LEASE OBLIGATION   | 183,846.       |  |
| (4) .....   |                |  |
| (5) .....   |                |  |
| (6) .....   |                |  |
| (7) .....   |                |  |
| (8) .....   |                |  |
| (9) .....   |                |  |
| <b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) ► | 595,099.       |  |

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ☐

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

|          |  |           |             |
|----------|--|-----------|-------------|
| <b>1</b> | Total revenue, gains, and other support per audited financial statements                       | <b>1</b>  | 17,540,170. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part VIII, line 12:                            |           |             |
| <b>a</b> | Net unrealized gains (losses) on investments   | <b>2a</b> | 51,247.     |
| <b>b</b> | Donated services and use of facilities   | <b>2b</b> | 1,520,902.  |
| <b>c</b> | Recoveries of prior year grants  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)   | <b>2d</b> |             |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>  | <b>2e</b> | 1,572,149.  |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>   | <b>3</b>  | 15,968,021. |
| <b>4</b> | Amounts included on Form 990, Part VIII, line 12, but not on line 1:                           |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                               | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)   | <b>4b</b> |             |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>  | <b>4c</b> | 0.          |
| <b>5</b> | Total revenue. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12.) | <b>5</b>  | 15,968,021. |

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

|          |   |           |             |
|----------|---|-----------|-------------|
| <b>1</b> | Total expenses and losses per audited financial statements                                      | <b>1</b>  | 15,606,703. |
| <b>2</b> | Amounts included on line 1 but not on Form 990, Part IX, line 25:                               |           |             |
| <b>a</b> | Donated services and use of facilities  | <b>2a</b> | 1,520,902.  |
| <b>b</b> | Prior year adjustments  | <b>2b</b> |             |
| <b>c</b> | Other losses  | <b>2c</b> |             |
| <b>d</b> | Other (Describe in Part XIII.)  | <b>2d</b> | 36,297.     |
| <b>e</b> | Add lines <b>2a</b> through <b>2d</b>   | <b>2e</b> | 1,557,199.  |
| <b>3</b> | Subtract line <b>2e</b> from line <b>1</b>  | <b>3</b>  | 14,049,504. |
| <b>4</b> | Amounts included on Form 990, Part IX, line 25, but not on line 1:                              |           |             |
| <b>a</b> | Investment expenses not included on Form 990, Part VIII, line 7b                                | <b>4a</b> |             |
| <b>b</b> | Other (Describe in Part XIII.)  | <b>4b</b> |             |
| <b>c</b> | Add lines <b>4a</b> and <b>4b</b>   | <b>4c</b> | 0.          |
| <b>5</b> | Total expenses. Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18.) | <b>5</b>  | 14,049,504. |

**Part XIII Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**PART XII, LINE 2D - OTHER ADJUSTMENTS:**

AUSTIN COMMISSION ON SPORTS

36,297.

**SCHEDULE I**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ **Attach to Form 990.**

▶ **Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

OMB No. 1545-0047

**2015**

**Open to Public  
Inspection**

Name of the organization

**AUSTIN CONVENTION AND VISITORS BUREAU**

**Employer identification number**

**75-2648097**

**Part I General Information on Grants and Assistance**

**1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? .....

☒ **Yes** ☐ **No**

**2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

| <b>1 (a)</b> Name and address of organization or government                         | <b>(b)</b> EIN | <b>(c)</b> IRC section if applicable | <b>(d)</b> Amount of cash grant | <b>(e)</b> Amount of non-cash assistance | <b>(f)</b> Method of valuation (book, FMV, appraisal, other) | <b>(g)</b> Description of non-cash assistance | <b>(h)</b> Purpose of grant or assistance |
|---|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| AUSTIN THEATRE ALLIANCE, PARAMOUNT THEATRE - 713 CONGRESS AVENUE - AUSTIN, TX 78701 | 74-2975922     | 501(C)(3)                            | 47,000.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| AUSTIN THEATRE ALLIANCE, STATESIDE THEATRE - 714 CONGRESS AVENUE - AUSTIN, TX 78701 | 74-2975923     | 501(C)(3)                            | 34,500.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
| FRENCH LEGATION MUSEUM<br>802 SAN MARCOS STREET<br>AUSTIN, TX 78702                 | 74-1193444     | 501(C)(3)                            | 27,995.                         | 0.                                       |  |   | HISTORICAL PRESERVATION                   |
|   |                |                                      |                                 |  |  |   |   |
|   |                |                                      |                                 |  |  |   |   |
|   |                |                                      |                                 |  |  |   |   |
|   |                |                                      |                                 |  |  |   |   |

**2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ..... **3.**

**3** Enter total number of other organizations listed in the line 1 table .....

**LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

**Schedule I (Form 990) (2015)**



**Part III****Grants and Other Assistance to Domestic Individuals.** Complete if the organization answered "Yes" on Form 990, Part IV, line 22.

Part III can be duplicated if additional space is needed.

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of non-cash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of non-cash assistance |
|---------------------------------|--------------------------|--------------------------|-----------------------------------|---|--|
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |
|                                 |                          |                          |                                   |   |  |

**Part IV****Supplemental Information.** Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

PART I, LINE 2:

THE AUSTIN CITY COUNCIL APPROVES THE TOTAL ACVB BUDGET/MARKETING PLAN,  
 WHICH INCLUDES THE HERITAGE GRANTS, BUT DOES NOT ALLOCATE A SPECIFIC AMOUNT  
 FOR HERITAGE GRANTS. THE GRANT APPLICATIONS ARE THEN REVIEWED BY ACVB AND  
 THOSE THAT ARE APPROVED BY ACVB ARE THEN FORWARDED TO THE HISTORIC LANDMARK  
 COMMISSION. THE COMMISSION DETERMINES HOW MUCH EACH APPROVED GRANT  
 APPLICANT WILL RECEIVE. ACVB IS IN CHARGE OF DETERMINING THE TOTAL AMOUNT  
 OF THE HERITAGE GRANTS TO BE GIVEN EACH YEAR AND HAS DECISION AUTHORITY ON  
 WHICH PROJECTS ARE ELIGIBLE FOR THE GRANTS. ACVB PAYS WHEN THE GRANTEE

|                |                                 |
|----------------|---------------------------------|
| <b>Part IV</b> | <b>Supplemental Information</b> |
|----------------|---------------------------------|

SUBMITS EXPENSES FOR REIMBURSEMENT AND A PHYSICAL INSPECTION IS DONE ON THE  
PROPERTY TO ENSURE THAT THE REPAIR WORK MET WITH THE GRANT SPECIFICATIONS.

**SCHEDULE J  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest  
Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2015**

Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- |  |   |
|--|---|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use          |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence          |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)          |

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain .....

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a? .....

**3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee          | <input checked="" type="checkbox"/> Written employment contract                     |
| <input type="checkbox"/> Independent compensation consultant        | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment? .....
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan? .....
- c** Participate in, or receive payment from, an equity-based compensation arrangement? .....
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

**5** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization? .....
- b** Any related organization? .....
- If "Yes" to line 5a or 5b, describe in Part III.

**6** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization? .....
- b** Any related organization? .....
- If "Yes" on line 6a or 6b, describe in Part III.

**7** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described on lines 5 and 6? If "Yes," describe in Part III .....

**8** Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III .....

**9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? .....

Yes No

1b X

2 X

4a X

4b X

4c X

5a

5b

6a

6b

7

8

9

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2015

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note:** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

| (A) Name and Title                                  |      | (B) Breakdown of W-2 and/or 1099-MISC compensation |                                     |                                     | (C) Retirement and other deferred compensation | (D) Nontaxable benefits | (E) Total of columns (B)(i)-(D) | (F) Compensation in column (B) reported as deferred on prior Form 990 |
|---|------|--|-------------------------------------|-------------------------------------|--|-------------------------|---------------------------------|---|
|   |      | (i) Base compensation                              | (ii) Bonus & incentive compensation | (iii) Other reportable compensation |  |                         |                                 |   |
| (1) ROBERT LANDER<br>PRESIDENT & CEO                | (i)  | 272,203.   | 91,000.                             | 0.                                  | 26,500.  | 9,795.                  | 399,498.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (2) JULIE CHASE<br>VICE PRESIDENT-CMO               | (i)  | 123,089.   | 23,750.                             | 0.                                  | 9,990.   | 7,948.                  | 164,777.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
| (3) STEPHEN GENOVESI<br>SENIOR VICE PRESIDENT-SALES | (i)  | 170,231.   | 40,000.                             | 0.                                  | 15,086.  | 17,336.                 | 242,653.                        | 0.  |
|   | (ii) | 0.   | 0.                                  | 0.                                  | 0.   | 0.                      | 0.                              | 0.  |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |
|   | (i)  |  |                                     |                                     |  |                         |                                 |   |
|   | (ii) |  |                                     |                                     |  |                         |                                 |   |

**Part III** Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 1A:

THE ORGANIZATION PROVIDES HEALTH CLUB DUES FOR THE CEO/PRESIDENT AS PART OF  
HIS EMPLOYMENT CONTRACT.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2015**

Open to Public  
Inspection

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number  
75-2648097

FORM 990, PART III, LINE 4A, PROGRAM SERVICE ACCOMPLISHMENTS:

ESTIMATED 5,000 ATTENDEES. TEXAS LIBRARY ASSOCIATION IN APRIL 2019

BRINGING 7,975 HOTEL ROOM NIGHTS AND AN ESTIMATED 8,000 ATTENDEES.

ENVESTNET IN APRIL 2019 AND 2020 BRINGING 3,500 HOTEL ROOM NIGHTS/YEAR

WITH AN ESTIMATED ATTENDANCE OF 1,600 ATTENDEES EACH YEAR. PALO ALTO

NETWORKS IN JUNE 2019 BRINGING 18,000 HOTEL ROOMS NIGHTS AND AN

ESTIMATED 5,000 ATTENDEES. NATIONAL COUNCIL FOR BEHAVIORAL HEALTH IN

MARCH 2020 BRINGING 12,300 HOTEL ROOM NIGHTS AND AN ESTIMATED 3,500

ATTENDEES. SOCIETY OF THORACIC SURGEONS IN JANUARY 2021 BRINGING 8,800

HOTEL ROOM NIGHTS AND AN ESTIMATED 5,000 ATTENDEES. ASSOCIATION FOR

RESEARCH IN VISION OPHTHALMOLOGY IN MAY 2025 BRINGING 27,500 HOTEL ROOM

NIGHTS AND AN ESTIMATED 11,000 ATTENDEES.

CONVENTION SERVICES ASSISTED WITH 1,693 MEETINGS AND PROVIDED 10,909

STAFF HOURS OF REGISTRATION ASSISTANCE FOR MEETINGS AND CONVENTIONS.

ADDITIONALLY, CONVENTION SERVICES CONDUCTED 115 CONVENTION SITE

VISITS/PLANNING MEETINGS. HOUSING HANDLED 16,471 RESERVATIONS. THE

TEAM ALSO MET WITH 167 LOCAL BUSINESSES TO EDUCATE THEM ON HOW THEY CAN

WORK WITH AND HOW BEST TO PROMOTE THEIR BUSINESSES TO CONVENTIONS

MEETING IN AUSTIN.

THE AUSTIN SPORTS COMMISSION GENERATED 90,792 TOTAL ROOM NIGHTS FOR

AUSTIN HOTELS. NOTABLE BOOKINGS ONCE AGAIN INCLUDED FORMULA 1 US GRAND

PRIX, MOTOGP'S RED BULL GRAND PRIX OF THE AMERICAS, AND THE 2016 AUSTIN

MARATHON PRESENTED BY NXP. THE PGA TOUR'S WORLD GOLF CHAMPIONSHIPS -

DELL MATCH PLAY COMMENCED PLAY IN 2016 AND WILL BE CONTESTED IN AUSTIN

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

THRU 2019. USA TAEKWONDO'S NATIONAL CHAMPIONSHIPS, THE ORGANIZATION'S LARGEST EVENT EVER, WAS STAGED AT THE AUSTIN CONVENTION CENTER THIS PAST SUMMER. OTHER NOTEWORTHY EVENTS INCLUDE USA BMX LAUNCHING THEIR LONE STAR NATIONALS (ALSO RENEWED FOR 2017), USA WEIGHTLIFTING NATIONAL YOUTH CHAMPIONSHIPS (HIGHEST ATTENDED EVENT FOR USAW TO DATE), NAGAAA'S 40TH ANNUAL GAY SOFTBALL WORLD SERIES WHICH WAS THEIR LARGEST EVENT TO DATE, AND AMERICA'S RUGBY CHAMPIONSHIP MATCH FEATURING USA RUGBY VS. BRAZIL. THE SPORTS COMMISSION ALSO SECURED A FISHING LEAGUE WORLDWIDE TOUR STOP TO BE CONTESTED IN 2017, ASANA'S WORLD SERIES TO BE STAGED IN 2017, AND THE AVP AWARDED AUSTIN A TOUR STOP FOR 2017 (FIRST TIME BACK IN AUSTIN IN OVER 10 YEARS). TRIPLE CROWN SPORTS AGAIN STAGED THEIR SW SUMMER NATIONALS THIS SUMMER AND AWARDED THEIR ANNUAL MARQUEE EVENT, THE TC/USA NATIONALS, TO AUSTIN FOR SUMMER OF 2017. THIS EVENT WAS CONTESTED IN NEW YORK CITY IN 2016. FINALLY, THE SPORTS COMMISSION BROKERED THE DEAL TO BRING FC BARCELONA'S FCB ESCOLA (ONE OF THE PREEMINENT SPORTS BRANDS IN THE WORLD) TO AUSTIN IN 2017 WITH THE OPENING OF A YOUTH TRAINING ACADEMY.

ACVB'S ADVERTISING EFFORTS CONTINUED TO GENERATE AWARENESS OF, AND INTEREST IN, AUSTIN AS A TRAVEL DESTINATION THROUGH TARGETED MEDIA CHANNELS AND CREATIVE MESSAGING THAT EMPHASIZED THE LIVE MUSIC CAPITAL OF THE WORLD BRAND. THE CAMPAIGN GENERATED MORE THAN 118MM ONLINE DISPLAY IMPRESSIONS WITH A CLICK-THROUGH RATE 190% HIGHER THAN INTERACTIVE ADVERTISING BUREAU (IAB) BENCHMARK. NEW CUSTOM MUSIC STREAMING PLACEMENTS GARNERED MORE THAN 3,000 UNIQUE VISITORS WHO SPENT AN AVERAGE 19 MINUTES/DAY WITH AUSTIN PLAYLISTS. WITHIN RICH MEDIA UNITS, CREATIVE EXECUTIONS PROMPTED 87% OF USERS TO CLICK THROUGH TO AUSTINTEXAS.ORG. THE SUMMER DRIVE-MARKET CAMPAIGN GENERATED MORE THAN

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

43.5MM IMPRESSIONS AND 126K CLICKS.

AUSTIN'S ESTABLISHED DIGITAL EFFORTS CONTINUED TO GROW: WE LAUNCHED A RESPONSIVE WEBSITE, WHICH ALLOWS FOR OUR FULL WEBSITE TO BE VIEWED ON ALL TYPES OF DEVICES, INCLUDING SMART PHONES. WE HAD 2,022,265 UNIQUE VISITS TO OUR WEBSITE, AUSTINTEXAS.ORG - A 22% INCREASE OVER THE PREVIOUS YEAR.

LOOKING AT SOCIAL MEDIA CHANNELS, OUR FACEBOOK FANS WERE UP 8%, VISITAUSTINTX TWITTER FOLLOWERS WERE UP 25% AND OUR VISITAUSTINTX INSTAGRAM ACCOUNT GREW 135%.

INCREASING TRAVELER PREFERENCE AND USE OF DIGITAL MEDIA ALSO EXTENDS TO OUR PRINTED PUBLICATIONS AS EVIDENCED BY NUMBER OF VISITOR GUIDE VIRTUAL VIEWS: 32,908 (33% INCREASE). VISITOR GUIDE, PRINTED, REQUESTS TOTALED 68,560, A 56% INCREASE.

SUBSCRIBERSHIP FOR OUR LEISURE EMAIL MARKETING PROGRAM CONTINUES TO GROW: WE HAD 138,085 SUBSCRIBERS, A 42% INCREASE. OUR AUSTIN INSIDER BLOG HAD 273,501 UNIQUE PAGEVIEWS, WHICH WAS A 102% INCREASE.

PUBLICITY GENERATED BY THE COMMUNICATIONS DEPARTMENT TOTALED \$84,609,925 AND 49,297,372 IMPRESSIONS. IT INCLUDED COVERAGE IN SUCH NATIONAL AND INTERNATIONAL MEDIA OUTLETS AS JAL AIRWAYS, USA TODAY, CONDOR AIRLINES, UK SUNDAY MAIL, THE MEETING PROFESSIONAL, FORBES, LONELY PLANET, GOLF TRAVEL, SUCCESSFUL MEETINGS, HUFFINGTON POST, CONDE NAST TRAVELER, ROLLING STONE (MEXICO) AND TIME OUT. BUILDING ON THE SUCCESS OF EXPERIENTIAL MARKETING WITH THE AUSTIN AIRSTREAM TRAILER,



Name of the organization

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THE TRAILER HIT THE ROAD AGAIN FOR FIVE DAYS OF ACTIVATIONS IN DALLAS AND HOUSTON.

## RESULTS:

- EVENT IMPRESSIONS: 7,600
- ROAD IMPRESSIONS: 114,938
- EMAIL SIGN-UPS: 599
- SWEEPS ENTRIES: 800
- SOCIAL POSTS: 220
- #ATXAIRSTREAM IMPRESSIONS: 3.4 MM
- AUSTINTEXAS.ORG WEBSITE SAW A 80% INCREASE IN VISITS FROM HOUSTON & 153% INCREASE IN VISITS FROM DALLAS YOY.
- HOSTED TWO PERFORMANCES BY AUSTIN MUSICIANS.
- FIVE AUSTIN-BASED PARTNERS: TEXAS MONTHLY, ALAMO DRAFTHOUSE, CUVEE COFFEE, WATERLOO RECORDS, AND LONESTAR COURT.

## FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

CENTER. THE MUSIC INDUSTRY MANAGER WAS A MEMBER OF THE FOLLOWING COMMITTEES: HAAM BENEFIT DAY, SIMS FOUNDATION ANNUAL GALA AND IN THE LEADERS OF AUSTIN MUSIC CLASS OF 2016 THROUGH THE AUSTIN MUSIC FOUNDATION.

## FORM 990, PART VI, SECTION B, LINE 11:

THE FORM 990 IS REVIEWED BY SENIOR STAFF, THE EXECUTIVE COMMITTEE AND THE BOARD OF DIRECTORS PRIOR TO FILING.

## FORM 990, PART VI, SECTION B, LINE 12C:

THE ORGANIZATION REVIEWS THE REQUIRED ANNUAL DISCLOSURES AS PROVIDED BY

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

OFFICERS, DIRECTORS AND KEY EMPLOYEES TO ENSURE COMPLIANCE WITH THE  
CONFLICT OF INTEREST POLICY.

FORM 990, PART VI, SECTION B, LINE 15:

A SURVEY OF SALARY INFORMATION IS PROVIDED BY THE DESTINATION MARKETING  
ASSOCIATION INTERNATIONAL AND IS USED IN DETERMINING COMPENSATION IN  
CONJUNCTION WITH REVIEWS BASED ON OBJECTIVE CRITERIA.

FORM 990, PART VI, SECTION C, LINE 19:

THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST  
POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST.

FORM 990, PART XII, LINE 2C:

THE ORGANIZATION'S OVERSIGHT PROCESS AND ITS PROCESS FOR SELECTION OF  
AN INDEPENDENT ACCOUNTANT DID NOT CHANGE DURING THE TAX YEAR.

## Related Organizations and Unrelated Partnerships

► Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

▶ **Attach to Form 990.**

► Information about Schedule R (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

# 2015

**Open to Public Inspection**

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

|                                |
|--------------------------------|
| Employer identification number |
| 75-2648097                     |

**Part I Identification of Disregarded Entities** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

| (a)<br>Name, address, and EIN (if applicable)<br>of disregarded entity | (b)<br>Primary activity | (c)<br>Legal domicile (state or<br>foreign country) | (d)<br>Total income | (e)<br>End-of-year assets | (f)<br>Direct controlling<br>entity |
|--|-------------------------|---|---------------------|---------------------------|-------------------------------------|
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |
|  |                         |   |                     |                           |                                     |

**Part II Identification of Related Tax-Exempt Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

[illegible]

**For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

Schedule R (Form 990) 2015

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

[illegible]

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

[illegible]

**Part V Transactions With Related Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

|  | Yes       | No |
|--|-----------|----|
| <b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV? |           |    |
| <b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity .....   | <b>1a</b> | X  |
| <b>b</b> Gift, grant, or capital contribution to related organization(s) .....   | <b>1b</b> | X  |
| <b>c</b> Gift, grant, or capital contribution from related organization(s) .....   | <b>1c</b> | X  |
| <b>d</b> Loans or loan guarantees to or for related organization(s) .....  | <b>1d</b> | X  |
| <b>e</b> Loans or loan guarantees by related organization(s) .....   | <b>1e</b> | X  |
| <b>f</b> Dividends from related organization(s) .....  | <b>1f</b> | X  |
| <b>g</b> Sale of assets to related organization(s) .....   | <b>1g</b> | X  |
| <b>h</b> Purchase of assets from related organization(s) .....   | <b>1h</b> | X  |
| <b>i</b> Exchange of assets with related organization(s) .....   | <b>1i</b> | X  |
| <b>j</b> Lease of facilities, equipment, or other assets to related organization(s) .....  | <b>1j</b> | X  |
| <b>k</b> Lease of facilities, equipment, or other assets from related organization(s) .....  | <b>1k</b> | X  |
| <b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) .....  | <b>1l</b> | X  |
| <b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) .....   | <b>1m</b> | X  |
| <b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....   | <b>1n</b> | X  |
| <b>o</b> Sharing of paid employees with related organization(s) .....  | <b>1o</b> | X  |
| <b>p</b> Reimbursement paid to related organization(s) for expenses .....  | <b>1p</b> | X  |
| <b>q</b> Reimbursement paid by related organization(s) for expenses .....  | <b>1q</b> | X  |
| <b>r</b> Other transfer of cash or property to related organization(s) .....   | <b>1r</b> | X  |
| <b>s</b> Other transfer of cash or property from related organization(s) .....   | <b>1s</b> | X  |

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

| (a)<br>Name of related organization | (b)<br>Transaction<br>type (a-s) | (c)<br>Amount involved | (d)<br>Method of determining amount involved |
|-------------------------------------|----------------------------------|------------------------|--|
| (1)                                 |                                  |                        |  |
| (2)                                 |                                  |                        |  |
| (3)                                 |                                  |                        |  |
| (4)                                 |                                  |                        |  |
| (5)                                 |                                  |                        |  |
| (6)                                 |                                  |                        |  |

**Part VI** **Unrelated Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

Provide additional information for responses to questions on Schedule R (see instructions).

**AUSTIN CONVENTION AND  
VISITORS BUREAU**

**Consolidated Financial Statements  
as of and for the Years Ended  
September 30, 2012 and 2011 and  
Independent Auditors' Report**

MAXWELL  
& LOCKE  
RITTER



# AUSTIN CONVENTION AND VISITORS BUREAU

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Austin, TX 78701

Round Rock: 303 East Main Street  
Round Rock, TX 78664

## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the consolidated statements of financial position of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission (collectively, "ACVB") as of September 30, 2012 and 2011, and the related consolidated statements of activities and cash flows for the years then ended. These consolidated financial statements are the responsibility of ACVB's management. Our responsibility is to express an opinion on these consolidated financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the consolidated financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of ACVB as of September 30, 2012 and 2011, the changes in its net assets and its cash flows for the years ended September 30, 2012 and 2011 in conformity with accounting principles generally accepted in the United States of America.

Our audits were conducted for the purpose of forming an opinion on the consolidated financial statements of ACVB taken as a whole. The supplemental consolidated schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the consolidated financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the consolidated financial statements. The information has been subjected to the auditing procedures applied in the audit of the consolidated financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the consolidated financial statements or to the consolidated financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the consolidated financial statements as a whole.

*Maxwell Locke & Ritter LLP*

December 3, 2012

Affiliated Company  
ML&R WEALTH MANAGEMENT LLC

"A Registered Investment Advisor"  
This firm is not a CPA firm

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2012 AND 2011

|                                   | 2012                | 2011                |
|-----------------------------------|---------------------|---------------------|
| <b>ASSETS</b>                     |                     |                     |
| <b>CURRENT ASSETS:</b>            |                     |                     |
| Cash and cash equivalents         | \$ 1,523,037        | \$ 1,855,128        |
| Marketable investments            | 238,381             | 202,686             |
| Accounts receivable               | 888,071             | 777,625             |
| Inventory                         | 150,982             | 118,871             |
| Prepaid expenses                  | 500,420             | 123,391             |
| Security deposits                 | 24,523              | 24,523              |
| Total current assets              | 3,325,414           | 3,102,224           |
| PROPERTY AND EQUIPMENT, net       | 179,956             | 127,189             |
| <b>TOTAL</b>                      | <b>\$ 3,505,370</b> | <b>\$ 3,229,413</b> |
| <b>LIABILITIES AND NET ASSETS</b> |                     |                     |
| <b>CURRENT LIABILITIES:</b>       |                     |                     |
| Accounts payable                  | \$ 140,210          | \$ 221,861          |
| Accrued expenses                  | 370,025             | 303,828             |
| Heritage grants payable           | 340,929             | 357,431             |
| Deferred revenue                  | 3,750               | 9,290               |
| Total current liabilities         | 854,914             | 892,410             |
| DEFERRED RENT                     | 61,338              | 61,815              |
| DEFERRED COMPENSATION             | 228,697             | 194,139             |
| Total liabilities                 | 1,144,949           | 1,148,364           |
| <b>NET ASSETS:</b>                |                     |                     |
| Unrestricted net assets           | 2,356,046           | 2,076,674           |
| Temporarily restricted net assets | 4,375               | 4,375               |
| Total net assets                  | 2,360,421           | 2,081,049           |
| <b>TOTAL</b>                      | <b>\$ 3,505,370</b> | <b>\$ 3,229,413</b> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF ACTIVITIES YEARS ENDED SEPTEMBER 30, 2012 AND 2011

|   | 2012                | 2011                |
|---|---------------------|---------------------|
| <b>UNRESTRICTED NET ASSETS:</b>                                       |                     |                     |
| Revenues:   |                     |                     |
| Revenue from the City of Austin                                       | \$ 8,036,337        | \$ 7,095,155        |
| In-kind contributions and donated services                            | 443,479             | 344,789             |
| Sponsorships  | 370,219             | 402,708             |
| Merchandise sales, net of cost of<br>sales of \$726,062 and \$663,468 | 250,750             | 224,050             |
| Housing and registration services                                     | 215,170             | 204,274             |
| Rack rental   | 17,315              | 18,936              |
| Other revenues  | 38,548              | 24,853              |
| Total revenues  | 9,371,818           | 8,314,765           |
| Expenses:   |                     |                     |
| Programs:   |                     |                     |
| Convention sales  | 3,323,217           | 2,736,581           |
| Advertising   | 1,359,459           | 952,413             |
| Communications  | 539,558             | 580,618             |
| Visitors Center   | 502,002             | 488,267             |
| Convention services   | 480,077             | 474,195             |
| Austin Sports Commission  | 394,211             | 480,406             |
| Tourism sales   | 285,044             | 379,120             |
| Music   | 262,978             | 192,301             |
| Housing   | 215,243             | 194,090             |
| Film  | 162,360             | 142,568             |
| Heritage tourism  | 156,418             | 183,833             |
| Total programs  | 7,680,567           | 6,804,392           |
| Supporting services-<br>Administrative                                | 1,411,879           | 1,350,887           |
| Total expenses  | 9,092,446           | 8,155,279           |
| <b>CHANGE IN UNRESTRICTED NET ASSETS</b>                              | 279,372             | 159,486             |
| <b>NET ASSETS, BEGINNING OF YEAR</b>                                  | 2,081,049           | 1,921,563           |
| <b>NET ASSETS, END OF YEAR</b>  | <u>\$ 2,360,421</u> | <u>\$ 2,081,049</u> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF CASH FLOWS YEARS ENDED SEPTEMBER 30, 2012 AND 2011

|   | 2012                | 2011                |
|---|---------------------|---------------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>  |                     |                     |
| Change in net assets  | \$ 279,372          | \$ 159,486          |
| Adjustments to reconcile change in net assets to net cash used in operating activities: |                     |                     |
| Depreciation and amortization   | 72,043              | 77,096              |
| Unrealized gain on investments  | (35,695)            | (21,646)            |
| Change in accounts receivable   | (110,446)           | (102,484)           |
| Change in inventory   | (32,111)            | (3,064)             |
| Change in prepaid expenses  | (377,029)           | 46,373              |
| Change in accounts payable  | (81,651)            | 17,082              |
| Change in accrued expenses  | 66,197              | 18,980              |
| Change in Heritage grants payable   | (16,502)            | (40,165)            |
| Change in deferred rent   | (477)               | (477)               |
| Change in deferred revenue  | (5,540)             | 9,290               |
| Change in advance from the City of Austin   | -                   | (412,379)           |
| Change in deferred compensation   | 34,558              | 24,879              |
| Net cash used in operating activities   | (207,281)           | (227,029)           |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES-</b>  |                     |                     |
| Purchases of property and equipment   | (124,810)           | (10,533)            |
| <b>NET CHANGE IN CASH AND CASH EQUIVALENTS</b>  | (332,091)           | (237,562)           |
| <b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>                                     | 1,855,128           | 2,092,690           |
| <b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>   | <u>\$ 1,523,037</u> | <u>\$ 1,855,128</u> |
| <b>SUPPLEMENTAL DISCLOSURE-</b>   |                     |                     |
| Cash paid for interest  | <u>\$ -</u>         | <u>\$ 76</u>        |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## NOTES TO CONSOLIDATED FINANCIAL STATEMENTS YEARS ENDED SEPTEMBER 30, 2012 AND 2011

---

### 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

**Nature of Organization** - The Austin Convention and Visitors Bureau (the "Bureau") is a not-for-profit corporation established by the City of Austin (the "City") for the purpose of promoting conventions, travel and tourism in and to the City, and for providing related services to convention attendees, travelers, and tourists. The Bureau also strives to develop public awareness of the travel, music, and film industries of the Austin area economy and performs all responsibilities of heritage tourism. The Bureau is a Texas not-for-profit corporation exempt from income tax under Internal Revenue Code Section 501(c)(6).

The Austin Commission on Sports (the "Commission"), an affiliate of the Bureau, was formed on June 26, 2006, for the purpose of promoting, expanding, and retaining professional and amateur sporting events in the Greater Austin Area. The Commission is a Texas not-for-profit corporation exempt from income tax under Internal Revenue Code Section 501(c)(6).

**Basis of Consolidation and Presentation** - The consolidated financial statements are presented in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP") as defined by the Financial Accounting Standards Board Accounting Standards Codification.

The Executive Committee of the Bureau has the power to make, alter, amend, and repeal the bylaws of the Commission. In addition, the Executive Committee of the Bureau controls the appointment of the Board of Directors of the Commission. Also, the Bureau is responsible for the liabilities of the Commission. Consolidation of the Commission by the Bureau is required as the Bureau has control over and economic interest in the Commission. The consolidated financial statements include the accounts of the Bureau and the Commission (collectively, "ACVB"). All inter-company accounts and transactions have been eliminated in consolidation.

**Use of Estimates** - The preparation of consolidated financial statements in accordance with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

**Cash and Cash Equivalents** - ACVB considers all highly liquid investments with a maturity of three months or less when purchased to be cash equivalents.

**Fair Value Measurements** - ACVB measures and discloses fair value measurements in accordance with the authoritative literature. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Fair value accounting requires characterization of the inputs used to measure fair value into a three-level fair value hierarchy as follows:

Level 1 - Inputs based on quoted market prices in active markets for identical assets or liabilities. An active market is a market in which transactions occur with sufficient frequency and volume to provide pricing information on an ongoing basis.

Level 2 - Observable inputs that reflect the assumptions market participants would use in pricing the asset or liability developed based on market data obtained from sources independent from the entity.

Level 3 - Unobservable inputs that reflect the ACVB's own assumptions about the assumptions market participants would use in pricing the asset or liability developed based on the best information available.

There are three general valuation techniques that may be used to measure fair value: 1) market approach - uses prices generated by market transactions involving identical or comparable assets or liabilities, 2) cost approach - uses the amount that currently would be required to replace the service capacity of an asset (replacement cost), and 3) income approach - uses valuation techniques to convert future amounts to present amounts based on current market expectations.

**Marketable Investments** - Investments consist of publicly traded stock and variable annuity contracts and are carried at fair market value based on quoted market prices. Any changes in market value are reported in the consolidated statements of activities. All investments are considered level 1 in the fair value hierarchy and were measured at fair value using the market approach. Variable annuity contracts are intended to fund the deferred compensation liability in future years.

**Accounts Receivable** - Accounts receivable are recorded at the value of the revenue earned and generally require payment within thirty days. Receivable balances with charges over thirty days old are considered delinquent and management begins collection efforts at this time. Delinquent account receivable invoices do not accrue interest. ACVB continually monitors the credit worthiness of each account and recognizes allowances for estimated bad debts on accounts that are no longer estimated to be collectible. ACVB regularly adjusts any allowance for subsequent collections and final determination that an accounts receivable balance is no longer collectible.

**Inventories** - Inventory is valued at the lower of cost (first-in first-out retail method) or market. Inventory includes purchased promotional items and visitor center merchandise classified as finished goods.

**Property and Equipment** - Property and equipment are recorded at cost if purchased or at fair value if donated. ACVB capitalizes all acquisitions of property and equipment in excess of \$1,000 and useful life of three or more years. Gains and losses on disposals of property and equipment are recognized during the year of disposition within the consolidated statements of activities.

Depreciation and amortization is computed using the straight-line method over the estimated useful life of office equipment and vehicles (five to seven years) or the lesser of the useful life or the term of the lease for leasehold improvements (ten to seventeen years).

**Deferred Revenue** - Deferred revenue at September 30, 2012 consisted of funds received for events and sponsorships that will be held in fall of 2012.

**Heritage Grants** - Grants are provided to assist organizations in preserving historic properties that are proven tourism attractions, or are located in areas that are frequented by tourists. Non-profits are the only organizations eligible to receive grant funds.

**Deferred Compensation** - ACVB has a tax exempt 457(b) deferred compensation plan under which two highly compensated key employees are eligible to participate - one active employee and one former employee. Amounts deferred under the plan by participants are invested by ACVB through the designation of an administrator, but the investments are directed by the participants. All amounts deferred under the plan by participants, all property and rights purchased with these amounts and all income attributable are the sole property of ACVB and fully subject to claims by ACVB's general creditors. Participants are eligible to receive distributions under the plan upon severance from employment, an unforeseeable emergency or the election of a small balance distribution.

**Net Assets** - All contributions are considered to be available for unrestricted use unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor for specific purposes are reported as temporarily restricted or permanently restricted support that increases those net asset classes. When a temporary restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the consolidated statements of activities as net assets released from restrictions. Donor imposed restrictions that are met within the same reporting period of the contribution are reported as unrestricted support. ACVB has not received any permanently restricted net assets as of September 30, 2012.

**Revenue from the City of Austin** - ACVB receives substantially all of its revenue from the City under an agreement to perform certain services related to its stated purpose in exchange for a percentage of hotel occupancy tax revenue that is collected by the City. The payments by the City are subject to annual appropriation by the City and the ability of the City to collect such tax proceeds. The agreement expires on September 30, 2016. Revenues are considered earned when the City earns hotel occupancy tax revenues. Revenues earned but not received in cash are recorded as accounts receivable.

**Donated Services** - Contributions of services are recognized at their estimated fair market value if the services received create or enhance nonfinancial assets or require specialized skills, are provided by individuals possessing these skills and would typically need to be purchased if not provided by donation. The amounts included in the consolidated financial statements as donated services are offset by equal amounts included in expenses.

**In-kind Contributions** - Contributions of tangible assets are recognized at fair value when received. The amounts reflected in the consolidated financial statements as in-kind contributions are offset by equal amounts included in expenses or additions to property and equipment.



**Advertising Costs** - ACVB expenses advertising costs as incurred. Total advertising expense for the years ended September 30, 2012 and 2011, was \$1,390,495 and \$903,531, respectively.

**Functional Allocation of Expenses** - The majority of expenses can generally be identified with the program or supporting service to which they relate and are charged accordingly. Other expenses are allocated by function to components of these services based on allocation factors determined by management.

**Concentration of Credit Risk** - Financial instruments that potentially subject ACVB to credit risk consist of cash and cash equivalents, investments and accounts receivable. ACVB places its cash and cash equivalents with a limited number of high quality financial institutions and may exceed the amount of insurance provided on such deposits. Management believes no significant risk exists with respect to cash and cash equivalents.

Investment securities are exposed to various risks, such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the near-term could materially affect the amounts reported in the consolidated statements of financial position.

The City accounted for 90% and 92% of gross accounts receivable as of September 30, 2012 and 2011, respectively. Revenue from the City accounted for 86% and 85% of total revenues for the years ended September 30, 2012 and 2011, respectively. ACVB generally does not maintain collateral for its accounts receivable and management does not believe a significant concentration of risk exists.

## 2. PROPERTY AND EQUIPMENT

Property and equipment was comprised of the following as of September 30, 2012 and 2011:

|  | 2012       | 2011       |
|--|------------|------------|
| Office equipment                               | \$ 642,119 | \$ 523,014 |
| Leasehold improvements                         | 87,151     | 87,151     |
| Vehicle  | 13,871     | 13,871     |
|  | 743,141    | 624,036    |
| Less accumulated depreciation and amortization | (563,185)  | (496,847)  |
| Total  | \$ 179,956 | \$ 127,189 |

## 3. ADVANCE FROM THE CITY OF AUSTIN

In 1996 at the commencement of the work agreement entered into between the City and ACVB, the City provided a zero-interest cash advance to ACVB in order to enable ACVB to pay payroll, rent and other costs for services under the agreement prior to reimbursement by the City for such expenditures. The advance was due for repayment upon the earlier of September 30, 2011 or the termination of the agreement. The cash advance was considered earned by ACVB as part of the renewed contract with the City signed July 2011.

#### 4. RESTRICTIONS ON NET ASSETS

Temporarily restricted net assets of \$4,375 as of September 30, 2012 and 2011, were restricted for the Restore Austin Fund.

#### 5. IN-KIND CONTRIBUTIONS AND DONATED SERVICES

ACVB received in-kind contributions and donated services for the following programs and activities included in the consolidated statements of activities during the years ended September 30, 2012 and 2011:

|                              | 2012              | 2011              |
|------------------------------|-------------------|-------------------|
| Programs:                    |                   |                   |
| Convention sales             | \$ 357,952        | \$ 220,548        |
| Austin Sports Commission     | 39,606            | 61,154            |
| Music                        | 29,092            | 11,750            |
| Communications and marketing | 11,509            | 25,507            |
| Tourism sales                | 1,580             | 18,539            |
| Film                         | -                 | 1,849             |
| Visitors Center              | -                 | 944               |
| Convention services          | -                 | 906               |
| Administrative               | 3,740             | 3,592             |
|                              | <u>\$ 443,479</u> | <u>\$ 344,789</u> |

In-kind contributions of tangible assets for the years ended September 30, 2012 and 2011 were \$346,617 and \$302,260, respectively. Donated services for the years ended September 30, 2012 and 2011 were \$96,862 and \$42,529, respectively. Services rendered were audio-visual labor and production related.

#### 6. EMPLOYEE BENEFIT PLANS

ACVB has a qualified 401(k) deferred compensation plan (the "Plan") covering all employees that have completed 1,000 hours of qualified employment, reached 21 years of age and have been employed by ACVB for one year. Under the Plan, ACVB matches the employee's contributions under elective deferral arrangements up to a maximum of seven percent compensation. Total employer matching contributions were \$151,629 and \$142,026, for the years ended September 30, 2012 and 2011, respectively.

## 7. MARKETABLE INVESTMENTS

Investment fair values were as follows at September 30, 2012:

|                            | Fair Value        | Fair Value Measurements Using:   |   |  |
|----------------------------|-------------------|--|---|--|
|                            |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets<br>(Level 1) | Significant<br>Other<br>Observable<br>Inputs<br>(Level 2) | Significant<br>Unobservable<br>Inputs<br>(Level 3) |
| Variable annuity contracts | \$ 228,697        | \$ -   | \$ 228,697  | \$ -   |
| Publicly traded stocks     | 9,684             | 9,684  | -   | -  |
| Total Investments          | <u>\$ 238,381</u> | <u>\$ 9,684</u>  | <u>\$ 228,697</u>   | <u>\$ -</u>  |

Investment fair values were as follows at September 30, 2011:

|                            | Fair Value        | Fair Value Measurements Using:   |   |  |
|----------------------------|-------------------|--|---|--|
|                            |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets<br>(Level 1) | Significant<br>Other<br>Observable<br>Inputs<br>(Level 2) | Significant<br>Unobservable<br>Inputs<br>(Level 3) |
| Variable annuity contracts | \$ 194,139        | \$ -   | \$ 194,139  | \$ -   |
| Publicly traded stocks     | 8,547             | 8,547  | -   | -  |
| Total Investments          | <u>\$ 202,686</u> | <u>\$ 8,547</u>  | <u>\$ 194,139</u>   | <u>\$ -</u>  |

## 8. LEASES AND OTHER COMMITMENTS

ACVB has non-cancelable operating leases related to office facilities, the visitor center, warehouse space and office equipment. Total rent expense for the years ended September 30, 2012 and 2011, was \$409,983 and \$411,851, respectively. Future minimum payments under operating leases consist of the following for the years ended September 30:

|                              |                   |
|------------------------------|-------------------|
| 2013                         | \$ 125,052        |
| 2014                         | 93,164            |
| 2015                         | 39,100            |
| Total minimum lease payments | <u>\$ 257,316</u> |

## **9. SUBSEQUENT EVENTS**

ACVB has evaluated subsequent events through December 3, 2012 (the date the consolidated financial statements were available to be issued), and no events have occurred from the consolidated statement of financial position date through that date that would impact the consolidated financial statements.

## **SUPPLEMENTAL INFORMATION**

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED SCHEDULE OF FUNCTIONAL EXPENSES YEAR ENDED SEPTEMBER 30, 2012

| Programs                      |                  |             |                |                 |                     |                          |               |         |         |         |                  |           |                | Supporting Services |  | 2012 |
|-------------------------------|------------------|-------------|----------------|-----------------|---------------------|--------------------------|---------------|---------|---------|---------|------------------|-----------|----------------|---------------------|--|------|
|                               | Convention Sales | Advertising | Communications | Visitors Center | Convention Services | Austin Sports Commission | Tourism Sales | Music   | Housing | Film    | Heritage Tourism | Total     | Administrative | Total Expenses      |  |      |
| Wages and salaries            | \$ 1,359,258     | 4,715       | 255,200        | 249,324         | 266,756             | 165,786                  | 133,311       | 75,422  | 84,990  | 87,676  | -                | 2,682,438 | 813,073        | 3,495,511           |  |      |
| Project costs                 |                  |             |                |                 |                     |                          |               |         |         |         |                  |           |                |                     |  |      |
| Client development            | 368,101          | 5,000       | 5,343          | -               | 47,981              | 76,322                   | 42,883        | 62,384  | -       | 54      | -                | 608,068   | 3,813          | 611,881             |  |      |
| Trade shows                   | 233,980          | -           | 4,503          | -               | 525                 | 15,914                   | 20,424        | 38,394  | -       | 6,278   | -                | 320,018   | -              | 320,018             |  |      |
| Special projects              | 196,351          | 3,309       | 5,189          | 2,500           | 20,836              | 3,805                    | 5,944         | 5,561   | -       | 20,909  | 4,325            | 268,729   | 11,350         | 280,079             |  |      |
| Local meetings/transportation | 9,870            | -           | 5,713          | 2,125           | 8,493               | 3,498                    | 963           | 801     | -       | 450     | -                | 31,913    | 33,399         | 65,312              |  |      |
| Education seminars            | 21,618           | -           | 10,006         | 89              | 4,588               | 99                       | 4,510         | 640     | 2,933   | -       | -                | 44,483    | 14,803         | 59,286              |  |      |
| FAMS and site visits          | 34,326           | -           | 2,652          | -               | 5,614               | 2,926                    | 10,494        | 900     | -       | -       | -                | 56,912    | -              | 56,912              |  |      |
| Total Project Costs           | 864,246          | 8,309       | 33,406         | 4,714           | 88,037              | 102,564                  | 85,218        | 108,680 | 2,933   | 27,691  | 4,325            | 1,330,123 | 63,365         | 1,393,488           |  |      |
| Employee benefits             | 353,661          | -           | 69,895         | 69,910          | 64,691              | 47,173                   | 24,034        | 27,559  | 23,938  | 22,567  | -                | 703,428   | 215,209        | 918,637             |  |      |
| Media placement               | -                | 834,027     | 36,000         | -               | -                   | 1,000                    | -             | -       | -       | -       | -                | 871,027   | -              | 871,027             |  |      |
| Production costs              | 14,168           | 461,826     | 31,054         | -               | 12,420              | -                        | -             | 10,292  | -       | -       | -                | 529,760   | -              | 529,760             |  |      |
| Donated services              | 357,952          | -           | 11,509         | -               | -                   | 39,606                   | 1,580         | 29,092  | -       | -       | -                | 439,739   | 3,740          | 443,479             |  |      |
| Rent and utilities            | 136,738          | -           | 18,499         | 84,280          | 20,272              | 13,219                   | 12,845        | 5,818   | 5,568   | 5,332   | 5,246            | 307,817   | 62,013         | 369,830             |  |      |
| Heritage grants               | -                | -           | -              | -               | -                   | -                        | -             | -       | -       | -       | 146,838          | 146,838   | -              | 146,838             |  |      |
| Professional fees             | 18,326           | 2,866       | 4,610          | 35,605          | 4,080               | 4,202                    | 1,863         | 1,749   | 2,040   | 1,020   | -                | 76,361    | 36,427         | 112,788             |  |      |
| Housing costs                 | -                | -           | -              | -               | -                   | -                        | -             | -       | 92,929  | -       | -                | 92,929    | -              | 92,929              |  |      |
| Information technology        | 36,016           | -           | 4,597          | 9,828           | 5,671               | 1,520                    | 3,058         | 695     | 690     | 710     | -                | 62,785    | 20,187         | 82,972              |  |      |
| Dues and subscriptions        | 15,021           | -           | 390            | 15              | 2,275               | 5,142                    | 4,375         | 482     | -       | 3,548   | -                | 31,248    | 48,906         | 80,154              |  |      |
| Depreciation and amortization | -                | -           | -              | -               | -                   | -                        | -             | -       | -       | -       | -                | -         | 72,043         | 72,043              |  |      |
| Contract services             | -                | 47,250      | -              | -               | -                   | -                        | 9,375         | -       | -       | 10,900  | -                | 67,525    | -              | 67,525              |  |      |
| Research                      | 40,889           | -           | 14,516         | (30)            | -                   | 5,825                    | 221           | -       | -       | -       | -                | 61,421    | 2,825          | 64,246              |  |      |
| Telephone                     | 29,730           | -           | 4,078          | 5,459           | 3,512               | 2,691                    | 1,576         | 747     | 384     | 1,158   | -                | 49,335    | 9,570          | 58,905              |  |      |
| Insurance                     | 15,886           | -           | 2,613          | 10,094          | 2,480               | 1,864                    | 1,581         | 726     | 793     | 692     | -                | 36,729    | 7,850          | 44,579              |  |      |
| Office supplies               | 13,885           | -           | 1,782          | 7,031           | 2,345               | 854                      | 1,347         | 770     | 292     | 349     | -                | 28,655    | 15,784         | 44,439              |  |      |
| Contracts                     | 12,981           | -           | 2,189          | 2,695           | 2,189               | 1,511                    | 1,451         | 554     | 651     | 588     | -                | 24,809    | 15,345         | 40,154              |  |      |
| Maintenance contracts         | 36,056           | -           | -              | 903             | -                   | -                        | -             | -       | -       | -       | -                | 36,959    | 3,092          | 40,051              |  |      |
| Postage                       | 2,503            | -           | 28,505         | 3,624           | 1,379               | -                        | 446           | 42      | -       | 42      | 9                | 36,550    | 3,360          | 39,910              |  |      |
| Collateral                    | 3,975            | -           | 2,674          | 17,742          | 1,248               | -                        | -             | -       | -       | -       | -                | 25,639    | -              | 25,639              |  |      |
| Delivery                      | 11,067           | -           | 916            | 151             | 2,603               | 151                      | 2,577         | 320     | -       | 55      | -                | 17,840    | 3,097          | 20,937              |  |      |
| Fulfillment costs             | -                | -           | 16,895         | -               | -                   | -                        | -             | -       | -       | -       | -                | 16,895    | -              | 16,895              |  |      |
| Repairs and maintenance       | 703              | -           | 119            | 113             | 119                 | 82                       | 79            | 30      | 35      | 32      | -                | 1,312     | 9,162          | 10,474              |  |      |
| Printing and typesetting      | -                | 466         | -              | -               | -                   | 1,021                    | -             | -       | -       | -       | -                | 1,487     | 1,021          | 2,508               |  |      |
| Taxes                         | 51               | -           | -              | 10              | -                   | -                        | -             | -       | -       | -       | -                | 61        | 1,347          | 1,408               |  |      |
| Miscellaneous                 | 105              | -           | 111            | 534             | -                   | -                        | 107           | -       | -       | -       | -                | 857       | 4,463          | 5,320               |  |      |
|                               | \$ 3,323,217     | 1,359,459   | 539,558        | 502,002         | 480,077             | 394,211                  | 285,044       | 262,978 | 215,243 | 162,360 | 156,418          | 7,680,567 | 1,411,879      | 9,092,446           |  |      |





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Round Rock: 303 East Main Street

Round Rock, TX 78664

December 3, 2012

To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the consolidated financial statements of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission (collectively, "ACVB") for the year ended September 30, 2012, and have issued our report thereon dated December 3, 2012. Professional standards require that we provide you with the following information related to our audit.

#### **OUR RESPONSIBILITY UNDER U.S. GENERALLY ACCEPTED AUDITING STANDARDS**

As stated in our engagement letter dated July 25, 2012, our responsibility, as described by professional standards, is to express an opinion about whether the consolidated financial statements prepared by management with your oversight are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. Our audit of the consolidated financial statements does not relieve you or management of your responsibilities. Our responsibility is to plan and perform the audit to obtain reasonable, but not absolute, assurance that the consolidated financial statements are free of material misstatement.

As part of our audit, we considered the internal control of the ACVB. Such considerations were solely for the purpose of determining our audit procedures and not to provide any assurance concerning such internal control. We are responsible for communicating significant matters related to the audit that are, in our professional judgment, relevant to your responsibilities in overseeing the financial reporting process. However, we are not required to design procedures specifically to identify such matters. When applicable, we are also responsible for communicating matters required by laws or regulations, by agreement with the ACVB or additional requirements applicable to the engagement.

Affiliated Company

ML&R WEALTH MANAGEMENT LLC

*"A Registered Investment Advisor"*

*This firm is not a CPA firm*



## **ACCOUNTING POLICIES**

Management is responsible for the selection and use of appropriate accounting policies. In accordance with the terms of our engagement letter, we advised management about the appropriateness of accounting policies and their application. The significant accounting policies used by the ACVB are described in Note 1 to the consolidated financial statements. No new accounting policies were adopted and the application of existing policies was not changed during fiscal year 2012. We noted no transactions entered into by ACVB during the year for which there is a lack of authoritative guidance or consensus. There are no significant transactions that have been recognized in the consolidated financial statements in a different period than when the transaction occurred.

## **ACCOUNTING ESTIMATES**

Accounting estimates are an integral part of the consolidated financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the consolidated financial statements and because of the possibility that future events affecting them may differ significantly from those expected.

The most sensitive estimates affecting the consolidated financial statements were the allowance for doubtful accounts, the functional allocation of expenses and the useful lives of fixed assets used to calculate depreciation expense. We evaluated the key factors and assumptions used to develop these estimates in determining that they are reasonable in relation to the consolidated financial statements taken as a whole.

## **DIFFICULTIES ENCOUNTERED IN PERFORMING THE AUDIT**

We encountered no difficulties in dealing with management in performing and completing our audit.

## **MISSTATEMENTS IDENTIFIED DURING THE AUDIT**

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. There were no misstatements identified during the audit.

## **DISAGREEMENTS WITH MANAGEMENT**

For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the consolidated financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

## **MANAGEMENT REPRESENTATIONS**

We have requested certain representations from management that are included in the management representation letter dated December 3, 2012. A copy of management's written representations is attached.

## **MANAGEMENT CONSULTATIONS WITH OTHER INDEPENDENT ACCOUNTANTS**

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to ACVB's consolidated financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

## **SIGNIFICANT ISSUES RELEVANT TO THE OVERSIGHT OF THE FINANCIAL REPORTING PROCESS SUBJECT TO DISCUSSION OR CORRESPONDENCE WITH MANAGEMENT**

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as ACVB's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

## **OTHER INFORMATION IN DOCUMENTS CONTAINING AUDITED FINANCIAL STATEMENTS**

With respect to the supplementary information accompanying the consolidated financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with U.S. generally accepted accounting principles, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the consolidated financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the consolidated financial statements or to the consolidated financial statements themselves.

This information is intended solely for the use of the Finance Committee, the Board of Directors, the City of Austin and management of Austin Convention and Visitors Bureau and is not intended to be and should not be used by anyone other than these specified parties.

Sincerely,

*Maxwell Locke + Ritter LLP*

Enclosure 1: Management representation letter

# AUSTIN

CONVENTION & VISITORS BUREAU

December 3, 2012

Maxwell Locke & Ritter LLP  
401 Congress Ave., Suite 1100  
Austin, Texas 78701


We are providing this letter in connection with your audits of the consolidated statements of financial position of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission (collectively, "ACVB") as of September 30, 2012 and 2011, and the related statements of activities and cash flows for the years then ended for the purpose of expressing an opinion as to whether the consolidated financial statements present fairly, in all material respects, the financial position, changes in net assets, and cash flows of ACVB in conformity with U.S. generally accepted accounting principles. We confirm that we are responsible for the fair presentation in the consolidated financial statements of financial position, changes in net assets, and cash flows in conformity with generally accepted accounting principles. We are also responsible for adopting sound accounting policies, establishing and maintaining effective internal control over financial reporting, and preventing and detecting fraud.

We confirm, to the best of our knowledge and belief, as of the date of the auditors' report, the following representations made to you during your audits.

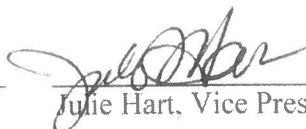
- 1) The consolidated financial statements referred to above are fairly presented in conformity with U.S. generally accepted accounting principles and include all assets and liabilities under ACVB's control.
- 2) We have made available to you all:
  - a) Financial records and related data.
  - b) Minutes of the meetings of Board of Directors of ACVB and Austin Sports Commission and the ACVB Executive Committee and or summaries of actions of recent meetings for which minutes have not yet been prepared.
- 3) There have been no communications from regulatory agencies concerning noncompliance with, or deficiencies in, financial reporting practices.
- 4) There are no material transactions that have not been properly recorded in the accounting records underlying the consolidated financial statements.
- 5) We acknowledge our responsibility for the design and implementation of programs and controls to prevent and detect fraud.
- 6) We have no knowledge of any fraud or suspected fraud affecting ACVB involving:
  - a) Management,
  - b) Employees who have significant roles in internal control, or
  - c) Others where the fraud could have a material effect on the consolidated financial statements.

- 7) We have no knowledge of any allegations of fraud or suspected fraud affecting ACVB received in communications from employees, former employees, grantors, regulators, or others.
- 8) ACVB has no plans or intentions that may materially affect the carrying value or classification of assets, liabilities, or net asset balances.
- 9) The following, if any, have been properly recorded or disclosed in the consolidated financial statements:
  - a) Related party transactions, including revenues, expenses, loans, transfers, leasing arrangements, and guarantees, and amounts receivable from or payable to related parties.
  - b) Guarantees, whether written or oral, under which ACVB is contingently liable.
  - c) Significant estimates and material concentrations known to management that are required to be disclosed in accordance with FASB Accounting Standards Codification 275, *Risks and Uncertainties*.
- 10) We are responsible for compliance with the laws, regulations, and provisions of contracts and grant agreements applicable to us; and we have identified and disclosed to you all laws, regulations and provisions of contracts and grant agreements that we believe have a direct and material effect on the determination of financial statement amounts or other financial data significant to the audit objectives.
- 11) ACVB is an exempt organization under Section 501(c)(6) of the Internal Revenue Code. Any activities of which we are aware that would jeopardize the Organization's tax-exempt status, and all activities subject to tax on unrelated business income or excise or other tax, have been disclosed to you. All required filings with tax authorities are up-to-date.
- 12) There are no:
  - a) Violations or possible violations of laws and regulations and provisions of contracts and grant agreements whose effects should be considered for disclosure in the consolidated financial statements, as a basis for recording a loss contingency, or for reporting on noncompliance.
  - b) Unasserted claims or assessments that our lawyer has advised us are probable of assertion and must be disclosed in accordance with *FASB Accounting Standards Codification 450, Contingencies*, and we have not consulted a lawyer concerning litigation, claims, or assessments.
  - c) Other liabilities or gain or loss contingencies that are required to be accrued or disclosed by *FASB Accounting Standards Codification 450, Contingencies*.
  - d) Designations of net assets disclosed to you that were not properly authorized and approved, or reclassifications of net assets that have not been properly reflected in the consolidated financial statements.
- 13) ACVB has satisfactory title to all owned assets, and there are no liens or encumbrances on such assets nor has any asset been pledged as collateral
- 14) We have complied with all restrictions on resources (including donor restrictions) and all aspects of contractual and grant agreements that would have a material effect on the consolidated financial statements in the event of noncompliance. This includes complying with donor requirements to maintain a specific asset composition necessary to satisfy their restrictions.

- 15) We acknowledge our responsibility for presenting the consolidated schedule of functional expenses in accordance with U.S. generally accepted accounting principles, and we believe the consolidated schedule of functional expenses, including its form and content, is fairly presented in accordance with U.S. generally accepted accounting principles. The methods of measurement and presentation of the consolidated schedule of functional expenses have not changed from those used in the prior period, and we have disclosed to you any significant assumptions or interpretations underlying the measurement and presentation of the supplementary information.
- 16) ACVB has adopted ASC 740-10 as it relates to uncertain tax positions for the years ended September 30, 2012 and 2011, and has evaluated its tax positions taken for all open tax years. ACVB is not currently under audit, nor has ACVB been contacted for examination by any relevant tax jurisdictions. Based on our evaluation of ACVB's tax positions, management believes all positions taken are highly certain and would be upheld under an examination; therefore, no provision for the effects of uncertain tax positions has been recorded for the years ended September 30, 2012 and 2011.
- 17) We represent that ACVB:
- a) Is organized for Internal Revenue Code Section 501(c)(6) purposes;
  - b) Is operated in a manner consistent with its mission as set forth in its current Articles of Incorporation and Bylaws;
  - c) Has not engaged in activities which would result in private inurement or excess benefit transactions;
  - d) Has not engaged in any political activities and has properly reported any lobbying activities;
  - e) Has determined that all sources of revenue are related to its exempt purpose or are excluded from unrelated business income treatment, unless otherwise indicated; and
  - f) Has determined that any unrelated business income has been properly reported and that expenses have been allocated on a reasonable basis.
- 18) In regards to the FORM 990 tax return preparation services performed by you, we have:
- a) Made all management decisions and performed all management functions.
  - b) Designated an individual with suitable skill, knowledge, or experience to oversee the services.
  - c) Evaluated the adequacy and results of the services performed.
  - d) Accepted responsibility for the results of the services.
- 19) No events have occurred subsequent to the statement of financial position date and through the date of this letter that would require adjustment to, or disclosure in, the consolidated financial statements.

  
Robert M. Lander, President and CEO

12/3/12  
Date

  
Julie Hart, Vice President, Finance and Operations

12/3/12  
Date



**AUSTIN CONVENTION AND  
VISITORS BUREAU**

**Consolidated Financial Statements  
as of and for the Years Ended  
September 30, 2013 and 2012 and  
Independent Auditors' Report**

MAXWELL  
& LOCKE  
RITTER

# AUSTIN CONVENTION AND VISITORS BUREAU

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## **INDEPENDENT AUDITORS' REPORT**

To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the accompanying consolidated financial statements of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission (nonprofit organizations), (collectively, "ACVB") which comprise the consolidated statements of financial position as of September 30, 2013 and 2012, and the related consolidated statements of activities and cash flows for the years then ended, and the related notes to the consolidated financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditors' Responsibility**

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

*Affiliated Company*

ML&R WEALTH MANAGEMENT LLC

*"A Registered Investment Advisor"*

*This firm is not a CPA firm*



We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of ACVB as of September 30, 2013 and 2012, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### **Other Matter**

Our audits were conducted for the purpose of forming an opinion on the consolidated financial statements as a whole. The supplemental consolidated schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the consolidated financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the consolidated financial statements. The information has been subjected to the auditing procedures applied in the audits of the consolidated financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the consolidated financial statements or to the consolidated financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the consolidated financial statements as a whole.

*Maxwell Locke + Ritter LLP*

Austin, Texas  
December 11, 2013

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2013 AND 2012

|                                   | 2013                | 2012                |
|-----------------------------------|---------------------|---------------------|
| <b>ASSETS</b>                     |                     |                     |
| <b>CURRENT ASSETS:</b>            |                     |                     |
| Cash and cash equivalents         | \$ 1,937,307        | \$ 1,523,037        |
| Marketable investments            | 276,347             | 238,381             |
| Accounts receivable               | 1,192,502           | 888,071             |
| Inventory                         | 194,181             | 150,982             |
| Prepaid expenses                  | 282,785             | 500,420             |
| Security deposits                 | 21,958              | 24,523              |
| Total current assets              | 3,905,080           | 3,325,414           |
| PROPERTY AND EQUIPMENT, net       | 143,926             | 179,956             |
| <b>TOTAL</b>                      | <b>\$ 4,049,006</b> | <b>\$ 3,505,370</b> |
| <b>LIABILITIES AND NET ASSETS</b> |                     |                     |
| <b>CURRENT LIABILITIES:</b>       |                     |                     |
| Accounts payable                  | \$ 151,119          | \$ 140,210          |
| Accrued expenses                  | 333,442             | 370,025             |
| Heritage grants payable           | 352,149             | 340,929             |
| Current portion of long-term debt | 5,790               | -                   |
| Deferred revenue                  | 11,750              | 3,750               |
| Total current liabilities         | 854,250             | 854,914             |
| LONG-TERM DEBT                    | 21,555              | -                   |
| DEFERRED RENT                     | 45,825              | 61,338              |
| DEFERRED COMPENSATION             | 259,291             | 228,697             |
| Total liabilities                 | 1,180,921           | 1,144,949           |
| <b>NET ASSETS:</b>                |                     |                     |
| Unrestricted                      | 2,863,710           | 2,356,046           |
| Temporarily restricted            | 4,375               | 4,375               |
| Total net assets                  | 2,868,085           | 2,360,421           |
| <b>TOTAL</b>                      | <b>\$ 4,049,006</b> | <b>\$ 3,505,370</b> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF ACTIVITIES YEARS ENDED SEPTEMBER 30, 2013 AND 2012

|   | 2013                | 2012                |
|---|---------------------|---------------------|
| <b>UNRESTRICTED NET ASSETS:</b>                                       |                     |                     |
| Revenues:   |                     |                     |
| Revenue from the City of Austin                                       | \$ 9,586,280        | \$ 8,036,337        |
| Sponsorships  | 482,831             | 370,219             |
| In-kind contributions and donated services                            | 408,663             | 443,479             |
| Housing and registration services                                     | 242,229             | 215,170             |
| Merchandise sales, net of cost of<br>sales of \$756,349 and \$726,062 | 239,097             | 250,750             |
| Rack rental   | 14,129              | 17,315              |
| Other revenues  | 42,849              | 38,548              |
| Total revenues  | 11,016,078          | 9,371,818           |
| Expenses:   |                     |                     |
| Programs:   |                     |                     |
| Convention Sales  | 3,248,143           | 3,323,217           |
| Advertising   | 2,121,393           | 1,359,459           |
| Communications  | 613,566             | 539,558             |
| Visitors Center   | 548,035             | 502,002             |
| Convention Services   | 507,319             | 480,077             |
| Austin Sports Commission  | 446,844             | 394,211             |
| Tourism Sales   | 403,263             | 285,044             |
| Strategic Partnership   | 294,976             | -                   |
| Housing   | 251,574             | 215,243             |
| Film  | 201,015             | 162,360             |
| Music   | 165,658             | 262,978             |
| Heritage Tourism  | 113,684             | 156,418             |
| Total program expenses  | 8,915,470           | 7,680,567           |
| Supporting services-<br>Administrative                                | 1,592,944           | 1,411,879           |
| Total expenses  | 10,508,414          | 9,092,446           |
| <b>CHANGE IN UNRESTRICTED NET ASSETS</b>                              | 507,664             | 279,372             |
| <b>NET ASSETS, BEGINNING OF YEAR</b>                                  | 2,360,421           | 2,081,049           |
| <b>NET ASSETS, END OF YEAR</b>  | <u>\$ 2,868,085</u> | <u>\$ 2,360,421</u> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF CASH FLOWS YEARS ENDED SEPTEMBER 30, 2013 AND 2012

|   | 2013                | 2012                |
|---|---------------------|---------------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>  |                     |                     |
| Change in net assets  | \$ 507,664          | \$ 279,372          |
| Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities: |                     |                     |
| Depreciation and amortization   | 83,673              | 72,043              |
| Gain on the sale of property and equipment  | (5,500)             | -                   |
| Unrealized gain on investments  | (37,966)            | (35,695)            |
| Change in accounts receivable   | (304,431)           | (110,446)           |
| Change in inventory   | (43,199)            | (32,111)            |
| Change in prepaid expenses  | 217,635             | (377,029)           |
| Change in security deposits   | 2,565               | -                   |
| Change in accounts payable  | 10,909              | (81,651)            |
| Change in accrued expenses  | (36,583)            | 66,197              |
| Change in Heritage grants payable   | 11,220              | (16,502)            |
| Change in deferred revenue  | 8,000               | (5,540)             |
| Change in deferred rent   | (15,513)            | (477)               |
| Change in deferred compensation   | 30,594              | 34,558              |
| Net cash provided by (used in) operating activities   | 429,068             | (207,281)           |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES-</b>  |                     |                     |
| Purchases of property and equipment   | (12,001)            | (124,810)           |
| <b>CASH FLOWS FROM FINANCING ACTIVITIES-</b>  |                     |                     |
| Payments on long-term debt  | (2,797)             | -                   |
| <b>NET CHANGE IN CASH AND CASH EQUIVALENTS</b>  | 414,270             | (332,091)           |
| <b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>   | 1,523,037           | 1,855,128           |
| <b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>   | <u>\$ 1,937,307</u> | <u>\$ 1,523,037</u> |
| <b>SUPPLEMENTAL DISCLOSURE-</b>   |                     |                     |
| Cash paid for interest  | \$ 444              | \$ -                |
| Vehicle purchased through long-term debt  | <u>\$ 30,142</u>    | <u>\$ -</u>         |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## NOTES TO CONSOLIDATED FINANCIAL STATEMENTS YEARS ENDED SEPTEMBER 30, 2013 AND 2012

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### 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

**Nature of Organization** - The Austin Convention and Visitors Bureau (the "Bureau") is a private, 501(c)(6) corporation. The Bureau is charged with marketing Austin nationally and internationally as a premier business and leisure destination, thus enriching our community's overall quality of life. The Convention Sales department actively pursues meetings and conventions to choose Austin for their events. This is done by attending trade shows, conducting sales missions and client events and by direct sale to clients. To support conventions that are in town, Convention Services provides meeting and convention organizers with the services and information that they need to meet successfully in Austin. Additionally, they assist in providing housing services for groups and temporary registration and welcome staff. The Tourism Trade department works with tour companies, both domestically and internationally, to have Austin included on their itineraries. Marketing and Communications coordinates a robust print, online and experiential advertising campaign for Austin, in addition to managing a full suite of interactive tools for visitors. They also work with media to create press coverage of the area. The Film Commission actively works with location scouts to find appropriate filming locations in Austin. Additionally, they act as a liaison between film makers and the local film industry. The Music Office promotes Austin music domestically and internationally, they also work as a liaison between Austin musicians and convention planners who book local musicians to provide entertainment for their events. The Austin Visitors Center provides an "on ground" presence to provide services to visitors in Austin in addition to running a robust retail store to showcase Austin merchandise.

The Austin Commission on Sports (the "Commission"), an affiliate of the Bureau, was formed on June 26, 2006, for the purpose of promoting, expanding, and retaining professional and amateur sporting events in the Greater Austin Area.

**Basis of Consolidation and Presentation** - The consolidated financial statements are presented in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP") as defined by the Financial Accounting Standards Board Accounting Standards Codification.

The Executive Committee of the Bureau has the power to make, alter, amend, and repeal the bylaws of the Commission. In addition, the Executive Committee of the Bureau controls the appointment of the Board of Directors of the Commission. Also, the Bureau is responsible for the liabilities of the Commission. Consolidation of the Commission by the Bureau is required as the Bureau has control over and an economic interest in the Commission. The consolidated financial statements include the accounts of the Bureau and the Commission (collectively, "ACVB"). All inter-company accounts and transactions have been eliminated in consolidation.

**Use of Estimates** - The preparation of consolidated financial statements in accordance with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

**Cash and Cash Equivalents** - ACVB considers all highly liquid investments with an original maturity of three months or less when purchased to be cash equivalents.

**Fair Value Measurements** - Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Fair value accounting requires characterization of the inputs used to measure fair value into a three-level fair value hierarchy as follows:

Level 1 - Inputs based on quoted prices in active markets for identical assets or liabilities. An active market is a market in which transactions occur with sufficient frequency and volume to provide pricing information on an ongoing basis.

Level 2 - Observable inputs that reflect the assumptions market participants would use in pricing the asset or liability developed based on market data obtained from sources independent from the entity.

Level 3 - Unobservable inputs that reflect the entity's own assumptions about the assumptions market participants would use in pricing the asset or liability developed based on the best information available.

There are three general valuation techniques that may be used to measure fair value: 1) market approach - uses prices generated by market transactions involving identical or comparable assets or liabilities, 2) cost approach - uses the amount that currently would be required to replace the service capacity of an asset (replacement cost), and 3) income approach - uses valuation techniques to convert future amounts to present amounts based on current market expectations.

**Marketable Investments** - Investments consist of publicly traded stock and variable annuity contracts and are carried at fair market value based on quoted market prices. Any changes in market value are reported in the consolidated statements of activities. All investments were measured at fair value using the market approach. Variable annuity contracts are intended to fund the deferred compensation liability in future years.

**Accounts Receivable** - Accounts receivable are recorded at the value of the revenue earned and generally require payment within thirty days. Receivable balances with charges over thirty days old are considered delinquent and management begins collection efforts at this time. Delinquent account receivable invoices do not accrue interest. ACVB continually monitors the credit worthiness of each account and recognizes allowances for estimated bad debts on accounts that are no longer estimated to be collectible. ACVB regularly adjusts any allowance for subsequent collections and final determination that an accounts receivable balance is no longer collectible.

**Inventory** - Inventory is valued at the lower of cost (first-in first-out retail method) or market. Inventory includes purchased promotional items and visitor center merchandise classified as finished goods.

**Property and Equipment** - Property and equipment are recorded at cost if purchased or at fair value if donated. ACVB capitalizes all acquisitions of property and equipment in excess of \$1,000 and useful life of three or more years. Gains and losses on disposals of property and equipment are recognized during the year of disposition in the consolidated statements of activities. Depreciation and amortization is computed using the straight-line method over the estimated useful life of office equipment and vehicles (five to seven years) or the lesser of the useful life or the term of the lease for leasehold improvements (ten to seventeen years).

**Heritage Grants** - Grants are provided to assist organizations in preserving historic properties that are proven tourism attractions, or are located in areas that are frequented by tourists. Non-profits are the only organizations eligible to receive grant funds.

**Deferred Compensation** - ACVB has a tax exempt 457(b) deferred compensation plan under which two highly compensated key employees are eligible to participate - one active employee and one former employee. Amounts deferred under the plan by participants are invested by ACVB through the designation of an administrator, but the investments are directed by the participants. All amounts deferred under the plan by participants, all property and rights purchased with these amounts and all income attributable are the sole property of ACVB and fully subject to claims by ACVB's general creditors. Participants are eligible to receive distributions under the plan upon severance from employment, an unforeseeable emergency or the election of a small balance distribution.

**Net Assets** - All contributions are considered to be available for unrestricted use unless specifically restricted by the donor. Amounts received that are designated for future periods or restricted by the donor for specific purposes are reported as temporarily restricted or permanently restricted support that increases those net asset classes. When a temporary restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the consolidated statements of activities as net assets released from restrictions. Donor imposed restrictions that are met within the same reporting period of the contribution are reported as unrestricted support. ACVB had not received any permanently restricted net assets as of September 30, 2013.

**Revenue from the City of Austin** - ACVB receives substantially all of its revenue from the City under an agreement to perform certain services related to its stated purpose in exchange for a percentage of hotel occupancy tax revenue that is collected by the City. The payments by the City are subject to annual appropriation by the City and the ability of the City to collect such tax proceeds. The agreement expires on September 30, 2016. Revenues are considered earned when the City earns hotel occupancy tax revenues. Revenues earned but not received in cash are recorded as accounts receivable.

**In-kind Contributions** - Contributions of tangible assets are recognized at fair value when received. The amounts reflected in the consolidated financial statements as in-kind contributions are offset by equal amounts included in expenses or additions to property and equipment.

**Donated Services** - Contributions of services are recognized at their estimated fair market value if the services received create or enhance nonfinancial assets or require specialized skills, are provided by individuals possessing these skills and would typically need to be purchased if not provided by donation. The amounts included in the consolidated financial statements as donated services are offset by equal amounts included in expenses.

**Advertising Costs** - ACVB expenses advertising costs as incurred. Total advertising expense for the years ended September 30, 2013 and 2012, was \$2,019,244 and \$1,390,495, respectively.

**Functional Allocation of Expenses** - The majority of expenses can generally be identified with the program or supporting service to which they relate and are charged accordingly. Other expenses are allocated by function to components of these services based on allocation factors determined by management.

**Concentration of Credit Risk** - Financial instruments that potentially subject ACVB to credit risk consist of cash and cash equivalents, investments and accounts receivable. ACVB places its cash and cash equivalents with a limited number of high quality financial institutions and may exceed the amount of insurance provided on such deposits. Management believes no significant risk exists with respect to cash and cash equivalents.

Investment securities are exposed to various risks, such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the near-term could materially affect the amounts reported in the consolidated statements of financial position.

The City accounted for 97% and 90% of gross accounts receivable as of September 30, 2013 and 2012, respectively. Revenue from the City accounted for 87% and 86% of total revenues for the years ended September 30, 2013 and 2012, respectively. ACVB generally does not maintain collateral for its accounts receivable and management does not believe a significant concentration of risk exists.

**Income Tax Status** - The Bureau and the Commission are nonprofit corporations and are exempt from federal income taxes under Section 501(c)(6) of the Internal Revenue Code, except with respect to any unrelated business income. The Bureau and the Commission are subject to routine examinations of their returns; however, there are no examinations currently in progress. The year ended September 30, 2010 and subsequent tax years remain subject to examination by the Internal Revenue Service.

## 2. PROPERTY AND EQUIPMENT

Property and equipment was comprised of the following as of September 30, 2013 and 2012:

|  | 2013       | 2012       |
|--|------------|------------|
| Office equipment                               | \$ 613,000 | \$ 642,119 |
| Leasehold improvements                         | 87,151     | 87,151     |
| Vehicle  | 35,648     | 13,871     |
|  | 735,799    | 743,141    |
| Less accumulated depreciation and amortization | (591,873)  | (563,185)  |
| Total  | \$ 143,926 | \$ 179,956 |

## 3. RESTRICTIONS ON NET ASSETS

Temporarily restricted net assets of \$4,375 as of September 30, 2013 and 2012, were restricted for the Restore Austin Fund.



#### 4. IN-KIND CONTRIBUTIONS AND DONATED SERVICES

ACVB received in-kind contributions and donated services for the following programs and activities included in the consolidated statements of activities during the years ended September 30, 2013 and 2012:

|                              | 2013              | 2012              |
|------------------------------|-------------------|-------------------|
| Programs:                    |                   |                   |
| Strategic partnership        | \$ 164,991        | \$ -              |
| Convention sales             | 103,824           | 357,952           |
| Austin Sports Commission     | 61,273            | 39,606            |
| Communications and marketing | 51,606            | 11,509            |
| Tourism sales                | 14,684            | 1,580             |
| Visitors Center              | 240               | -                 |
| Music                        | -                 | 29,092            |
| Administrative               | 12,045            | 3,740             |
|                              | <u>\$ 408,663</u> | <u>\$ 443,479</u> |

In-kind contributions of tangible assets received during the years ended September 30, 2013 and 2012 were \$312,451 and \$346,617, respectively. Donated services received during the years ended September 30, 2013 and 2012 were \$96,212 and \$96,862, respectively. Services rendered were audio-visual labor, production and transportation related.

#### 5. EMPLOYEE BENEFIT PLANS

ACVB has a qualified 401(k) deferred compensation plan (the "Plan") covering all employees that have completed 1,000 hours of qualified employment, reached 21 years of age and have been employed by ACVB for one year. Under the Plan, ACVB matches the employee's contributions under elective deferral arrangements up to a maximum of seven percent of compensation. Total employer matching contributions were \$185,942 and \$151,629, for the years ended September 30, 2013 and 2012, respectively.

## 6. MARKETABLE INVESTMENTS

Investment fair values were as follows at September 30, 2013:

|                            |                   | Fair Value Measurements Using:                                |  |                                       |
|----------------------------|-------------------|---|--|---------------------------------------|
|                            |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets | Significant<br>Other<br>Observable<br>Inputs | Significant<br>Unobservable<br>Inputs |
|                            |                   | (Level 1)   | (Level 2)                                    | (Level 3)                             |
|                            | Fair Value        |   |  |                                       |
| Variable annuity contracts | \$ 259,291        | \$ -  | \$ 259,291                                   | \$ -                                  |
| Publicly traded stocks     | 17,056            | 17,056  | -  | -                                     |
| Total Investments          | <u>\$ 276,347</u> | <u>\$ 17,056</u>  | <u>\$ 259,291</u>                            | <u>\$ -</u>                           |

Investment fair values were as follows at September 30, 2012:

|                            |                   | Fair Value Measurements Using:                                |  |                                       |
|----------------------------|-------------------|---|--|---------------------------------------|
|                            |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets | Significant<br>Other<br>Observable<br>Inputs | Significant<br>Unobservable<br>Inputs |
|                            |                   | (Level 1)   | (Level 2)                                    | (Level 3)                             |
|                            | Fair Value        |   |  |                                       |
| Variable annuity contracts | \$ 228,697        | \$ -  | \$ 228,697                                   | \$ -                                  |
| Publicly traded stocks     | 9,684             | 9,684   | -  | -                                     |
| Total Investments          | <u>\$ 238,381</u> | <u>\$ 9,684</u>   | <u>\$ 228,697</u>                            | <u>\$ -</u>                           |

## 7. LONG-TERM DEBT

In March 2013, ACVB entered into a note payable for the purchase of a vehicle. The note payable is collateralized by the vehicle purchased, with principal and interest payments due monthly accruing interest at 2.9% and matures on March 1, 2018.

Required principal payments on the long-term debt obligation at September 30, 2013 are as follows:

|       |                  |
|-------|------------------|
| 2014  | \$ 5,790         |
| 2015  | 5,960            |
| 2016  | 6,134            |
| 2017  | 6,849            |
| 2018  | 2,612            |
| Total | <u>\$ 27,345</u> |

## 8. LEASES AND OTHER COMMITMENTS

ACVB has non-cancelable operating leases related to office facilities and the visitor center. Total rent expense for the years ended September 30, 2013 and 2012, was \$456,100 and \$409,983, respectively. Future minimum payments under operating leases consist of the following for the years ended September 30:

|                              |                   |
|------------------------------|-------------------|
| 2014                         | \$ 93,164         |
| 2015                         | <u>39,100</u>     |
| Total minimum lease payments | <u>\$ 132,264</u> |

## 9. SUBSEQUENT EVENTS

ACVB has evaluated subsequent events through December 11, 2013, the date the consolidated financial statements were available to be issued, and no events have occurred from the consolidated statement of financial position date through that date that would impact the consolidated financial statements.

## SUPPLEMENTAL INFORMATION

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED SCHEDULE OF FUNCTIONAL EXPENSES YEAR ENDED SEPTEMBER 30, 2013

|                               | Programs         |             |                |                 |                     |                          |               |                       |         |         |         |                  | Supporting Services |                | 2013       |
|-------------------------------|------------------|-------------|----------------|-----------------|---------------------|--------------------------|---------------|-----------------------|---------|---------|---------|------------------|---------------------|----------------|------------|
|                               | Convention Sales | Advertising | Communications | Visitors Center | Convention Services | Austin Sports Commission | Tourism Sales | Strategic Partnership | Housing | Film    | Music   | Heritage Tourism | Total               | Administrative |            |
| Wages and salaries            | \$ 1,439,525     | 1,945       | 288,280        | 272,742         | 300,787             | 151,615                  | 194,651       | 62,063                | 88,304  | 94,599  | 70,538  | -                | 2,965,049           | 873,590        | 3,838,639  |
| Project costs                 |                  |             |                |                 |                     |                          |               |                       |         |         |         |                  |                     |                |            |
| Client development            | 308,774          | 43,531      | 10,245         | -               | 50,819              | 67,226                   | 32,950        | 2,423                 | -       | 2,635   | 25,281  | -                | 543,884             | 2,284          | 546,168    |
| Trade shows                   | 231,918          | -           | 3,902          | -               | -                   | 16,730                   | 39,598        | 1,391                 | -       | 2,070   | 15,536  | -                | 311,145             | 118            | 311,263    |
| Special projects              | 260,321          | 11,814      | 727            | 302             | 5,632               | 7,885                    | 8,290         | 6,280                 | -       | 23,639  | 7,141   | -                | 332,031             | 2,050          | 334,081    |
| Local meetings/transportation | 11,385           | 3,388       | 5,780          | 2,801           | 3,039               | 2,693                    | 1,308         | 37,880                | -       | 912     | 1,728   | -                | 70,914              | 45,753         | 116,666    |
| Education seminars            | 33,241           | -           | 14,495         | -               | 4,475               | -                        | 3,777         | -                     | 1,887   | 19      | -       | -                | 57,894              | 23,653         | 81,547     |
| FAMS and site visits          | 52,634           | -           | 4,803          | -               | 3,242               | 1,924                    | 19,524        | 22                    | -       | 929     | 811     | -                | 83,889              | -              | 83,889     |
| Total Project Costs           | 898,273          | 58,733      | 39,952         | 3,103           | 67,207              | 96,458                   | 105,447       | 47,996                | 1,887   | 30,204  | 50,497  | -                | 1,399,757           | 73,858         | 1,473,615  |
| Employee benefits             | 374,757          | -           | 85,228         | 82,057          | 74,465              | 49,642                   | 32,978        | 17,706                | 24,993  | 37,596  | 15,981  | -                | 795,403             | 293,730        | 1,089,133  |
| Media placement               | -                | 1,288,930   | -              | -               | -                   | 595                      | -             | -                     | -       | -       | -       | -                | 1,289,525           | -              | 1,289,525  |
| Production costs              | 683              | 715,119     | 850            | -               | 11,250              | 1,150                    | 80            | -                     | -       | 587     | 7,029   | -                | 736,748             | -              | 736,748    |
| Donated services              | 103,824          | -           | 51,606         | 240             | -                   | 61,273                   | 14,684        | 164,991               | -       | -       | -       | -                | 396,618             | 12,045         | 408,663    |
| Rent and utilities            | 161,398          | -           | 26,339         | 79,997          | 21,820              | 16,500                   | 11,758        | (1,764)               | 8,869   | 6,981   | -       | -                | 331,898             | 59,878         | 391,776    |
| Heritage grants               | -                | -           | -              | -               | -                   | -                        | -             | -                     | -       | -       | -       | 113,660          | 113,660             | -              | 113,660    |
| Professional fees             | 21,205           | 1,028       | 5,661          | 33,957          | 4,202               | 9,220                    | 2,101         | 1,199                 | 2,101   | 2,042   | 1,051   | -                | 83,767              | 57,423         | 141,190    |
| Housing costs                 | -                | -           | -              | -               | -                   | -                        | -             | -                     | 120,515 | -       | -       | -                | 120,515             | -              | 120,515    |
| Information technology        | 43,842           | -           | 12,658         | 18,440          | 5,977               | 3,237                    | 2,674         | 77                    | 1,903   | 5,818   | 2,901   | -                | 97,527              | 28,867         | 126,394    |
| Dues and subscriptions        | 24,071           | -           | 389            | 15              | 3,150               | 4,097                    | 26,403        | 961                   | -       | 1,405   | 115     | -                | 60,606              | 44,223         | 104,829    |
| Depreciation and amortization | -                | -           | -              | -               | -                   | -                        | -             | -                     | -       | -       | -       | -                | -                   | 83,673         | 83,673     |
| Contract services             | -                | 36,000      | 46,000         | -               | -                   | -                        | -             | -                     | -       | 17,492  | 908     | -                | 100,400             | -              | 100,400    |
| Research                      | 58,660           | 17,500      | 2,464          | -               | -                   | 45,000                   | 2,721         | -                     | -       | -       | -       | -                | 126,345             | 1,755          | 128,100    |
| Telephone                     | 29,023           | -           | 3,981          | 3,718           | 3,828               | 2,368                    | 2,672         | 1,304                 | 555     | 1,468   | 1,078   | -                | 49,995              | 9,751          | 59,746     |
| Insurance                     | 18,717           | -           | 3,128          | 11,198          | 2,627               | 2,158                    | 1,664         | 251                   | 1,133   | 987     | 1,217   | -                | 43,080              | 7,579          | 50,659     |
| Office supplies               | 8,452            | 2,138       | 2,764          | 9,990           | 3,131               | 1,051                    | 587           | 90                    | 152     | 682     | 866     | -                | 29,903              | 19,152         | 49,055     |
| Contracts                     | 17,936           | -           | 2,912          | 3,380           | 2,593               | 2,131                    | 1,537         | -                     | 1,162   | 875     | 13,403  | -                | 45,929              | 18,394         | 64,323     |
| Maintenance contracts         | -                | -           | -              | 904             | -                   | -                        | -             | -                     | -       | -       | -       | -                | 904                 | 3,142          | 4,046      |
| Postage                       | 2,611            | -           | 22,540         | 5,307           | 1,486               | -                        | 229           | -                     | -       | 31      | 31      | 24               | 32,259              | 1,486          | 33,745     |
| Collateral                    | -                | -           | -              | 22,880          | 1,832               | -                        | -             | -                     | -       | -       | -       | -                | 24,712              | -              | 24,712     |
| Delivery                      | 8,304            | -           | 1,492          | 175             | 2,964               | 165                      | 3,077         | 102                   | -       | 248     | 43      | -                | 16,570              | 2,548          | 19,118     |
| Fulfillment costs             | -                | -           | 14,979         | -               | -                   | -                        | -             | -                     | -       | -       | -       | -                | 14,979              | -              | 14,979     |
| Repairs and maintenance       | 36,788           | -           | -              | -               | -                   | -                        | -             | -                     | -       | -       | -       | -                | 36,788              | -              | 36,788     |
| Printing and typesetting      | -                | -           | 2,343          | -               | -                   | 184                      | -             | -                     | -       | -       | -       | -                | 2,527               | 377            | 2,904      |
| Taxes                         | 39               | -           | -              | 9               | -                   | -                        | -             | -                     | -       | -       | -       | -                | 48                  | 290            | 338        |
| Miscellaneous                 | 35               | -           | -              | (77)            | -                   | -                        | -             | -                     | -       | -       | -       | -                | (42)                | 1,183          | 1,141      |
| \$                            | 3,248,143        | 2,121,393   | 613,566        | 548,035         | 507,319             | 446,844                  | 403,263       | 294,976               | 251,574 | 201,015 | 165,658 | 113,684          | 8,915,470           | 1,592,944      | 10,508,414 |



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To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the consolidated financial statements of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission (collectively, "ACVB") for the year ended September 30, 2013, and have issued our report thereon dated December 11, 2013. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our engagement letter to you dated August 12, 2013. Professional standards also require that we communicate to you the following information related to our audit.

## **QUALITATIVE ASPECTS OF ACCOUNTING PRACTICES**

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by ACVB are described in Note 1 to the consolidated financial statements. No new accounting policies were adopted and the application of existing policies was not changed during fiscal year 2013. We noted no transactions entered into by ACVB during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the consolidated financial statements in the proper period.

Accounting estimates are an integral part of the consolidated financial statements and are based on your knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the consolidated financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the consolidated financial statements were the functional allocation of expenses and the useful lives of fixed assets used to calculate depreciation expense. We evaluated the key factors and assumptions used to develop these estimates in determining that they were reasonable in relation to the consolidated financial statements taken as a whole.

The financial statement disclosures are neutral, consistent, and clear.

## **DIFFICULTIES ENCOUNTERED IN PERFORMING THE AUDIT**

We encountered no difficulties in performing and completing our audit.

Affiliated Company

ML&R WEALTH MANAGEMENT LLC

*"A Registered Investment Advisor"  
This firm is not a CPA firm*

## **MISSTATEMENTS IDENTIFIED DURING THE AUDIT**

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. There were no misstatements identified during the audit.

## **DISAGREEMENTS WITH MANAGEMENT**

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the consolidated financial statements or the auditors' report. We are pleased to report that no such disagreements arose during the course of our audit.

## **MANAGEMENT REPRESENTATIONS**

We have requested certain representations from management that are included in the attached management representation letter dated December 11, 2013.

## **MANAGEMENT CONSULTATIONS WITH OTHER INDEPENDENT ACCOUNTANTS**

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to ACVB's consolidated financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

## **ISSUES RELEVANT TO THE OVERSIGHT OF THE FINANCIAL REPORTING PROCESS**

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as ACVB's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

## **OTHER MATTERS**

With respect to the supplementary information accompanying the consolidated financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with U.S. generally accepted accounting principles, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the consolidated financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the consolidated financial statements or to the consolidated financial statements themselves.

This information is intended solely for the use of the Board of Directors, the City of Austin and management of Austin Convention and Visitors Bureau and is not intended to be, and should not be, used by anyone other than these specified parties.

Sincerely,

*Maxwell Locke + Ritter LLP*

Austin, Texas  
December 11, 2013

Enclosure 1: Management Representation Letter



# AUSTIN

CONVENTION & VISITORS BUREAU

December 11, 2013

Maxwell Locke & Ritter LLP  
401 Congress, Suite 1100  
Austin, Texas 78701

This representation letter is provided in connection with your audits of the consolidated financial statements of Austin Convention and Visitors Bureau (the "Bureau") and its affiliate, Austin Sports Commission (the "Commission") (collectively, "ACVB"), which comprise the consolidated statements of financial position as of September 30, 2013 and 2012, and the related statements of activities and cash flows for the years then ended, and the related notes to the consolidated financial statements, for the purpose of expressing an opinion as to whether the consolidated financial statements are presented fairly, in all material respects, in accordance with accounting principles generally accepted in the United States (U.S. GAAP).

Certain representations in this letter are described as being limited to matters that are material. Items are considered material, regardless of size, if they involve an omission or misstatement of accounting information that, in light of surrounding circumstances, makes it probable that the judgment of a reasonable person relying on the information would be changed or influenced by the omission or misstatement. An omission or misstatement that is monetarily small in amount could be considered material as a result of qualitative factors.

We confirm, to the best of our knowledge and belief, as of December 11, 2013, the following representations made to you during your audit.

## Financial Statements


- We have fulfilled our responsibilities, as set out in the terms of the audit engagement letter dated August 12, 2013, including our responsibility for the preparation and fair presentation of the consolidated financial statements.
- The consolidated financial statements referred to above are fairly presented in conformity with U.S. GAAP.
- We acknowledge our responsibility for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.
- We acknowledge our responsibility for the design, implementation, and maintenance of internal control to prevent and detect fraud.
- Significant assumptions we used in making accounting estimates, including those measured at fair value, are reasonable.
- Related party relationships and transactions have been appropriately accounted for and disclosed in accordance with the requirements of U.S. GAAP.
- All events subsequent to the date of the consolidated financial statements and for which U.S. GAAP requires adjustment or disclosure have been adjusted or disclosed.
- All material transactions have been recorded in the accounting records and are reflected in the consolidated financial statements.
- We are not aware of any pending or threatened litigation, claims, or assessments or unasserted claims or assessments that are required to be accrued or disclosed in the consolidated financial statements in accordance with U.S. GAAP, and we have not consulted a lawyer concerning litigation, claims, or assessments.

- Material concentrations have been appropriately disclosed in accordance with U.S. GAAP.
- Guarantees, whether written or oral, under which the organization is contingently liable, have been properly recorded or disclosed in accordance with U.S. GAAP.
- We have complied with all restrictions on resources (including donor restrictions) and all aspects of contractual and grant agreements that would have a material effect on the consolidated financial statements in the event of noncompliance. This includes complying with donor requirements to maintain a specific asset composition necessary to satisfy their restrictions.


#### Information Provided

- We have provided you with:
  - Access to all information, of which we are aware, that is relevant to the preparation and fair presentation of the consolidated financial statements, such as records, documentation, and other matters.
  - Additional information that you have requested from us for the purpose of the audit.
  - Unrestricted access to persons within the entity from whom you determined it necessary to obtain audit evidence.
- All material transactions have been recorded in the accounting records and are reflected in the consolidated financial statements.
- We have disclosed to you the results of our assessment of the risk that the consolidated financial statements may be materially misstated as a result of fraud.
- We have no knowledge of any fraud or suspected fraud affecting ACVB and involving:
  - Management,
  - Employees who have significant roles in internal control, or
  - Others where the fraud could have a material effect on the consolidated financial statements.
- We have no knowledge of any allegations of fraud or suspected fraud affecting ACVB's consolidated financial statements communicated by employees, former employees, grantors, regulators, or others.
- We have no knowledge of any instances of noncompliance or suspected noncompliance with laws and regulations whose effects should be considered when preparing consolidated financial statements.
- We are not aware of any pending or threatened litigation, claims, or assessments or unasserted claims or assessments that are required to be accrued or disclosed in the financial statements in accordance with U.S. GAAP, and we have not consulted a lawyer concerning litigation, claims, or assessments.
- We have disclosed to you the identity of ACVB's related parties and all the related party relationships and transactions of which we are aware.
- ACVB has satisfactory title to all owned assets, and there are no liens or encumbrances on such assets nor has any asset been pledged as collateral.
- The Bureau and the Commission are exempt organizations under Section 501(c)(6) of the Internal Revenue Code. Any activities of which we are aware that would jeopardize ACVB's tax-exempt status, and all activities subject to tax on unrelated business income or excise or other tax, have been disclosed to you. All required filings with tax authorities are up-to-date.

- We represent that the Bureau and the Commission:
  - Are organized for Internal Revenue Code Section 501(c)(6) purposes;
  - Are operated in a manner consistent with their missions as set forth in the current Articles of Incorporation and Bylaws;
  - Have not engaged in activities which would result in private inurement or excess benefit transactions;
  - Have not engaged in any political activities and have properly reported any lobbying activities;
  - Have determined that all sources of revenue are related to their exempt purpose or are excluded from unrelated business income treatment, unless otherwise indicated; and
  - Have determined that any unrelated business income has been properly reported and that expenses have been allocated on a reasonable basis.
- In regards to the FORM 990 tax return preparation services performed by you, we have:
  - Made all management decisions and performed all management functions.
  - Designated an individual with suitable skill, knowledge, or experience to oversee the services.
  - Evaluated the adequacy and results of the services performed.
  - Accepted responsibility for the results of the services.
- We acknowledge our responsibility for presenting the Consolidated Schedule of Functional Expenses in accordance with U.S. GAAP, and we believe the Consolidated Schedule of Functional Expenses, including its form and content, is fairly presented in accordance with U.S. GAAP. The methods of measurement and presentation of the Consolidated Schedule of Functional Expenses have not changed from those used in the prior period, and we have disclosed to you any significant assumptions or interpretations underlying the measurement and presentation of the supplementary information.

  
 Robert M. Lander, President and CEO

12/11/13  
 Date

  
 Julie Hart, Vice President & CFO

12/11/13  
 Date

**AUSTIN CONVENTION AND  
VISITORS BUREAU**

**Consolidated Financial Statements  
as of and for the Years Ended  
September 30, 2014 and 2013 and  
Independent Auditors' Report**

MAXWELL  
& LOCKE  
RITTER



# AUSTIN CONVENTION AND VISITORS BUREAU

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## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the accompanying consolidated financial statements of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission, (nonprofit organizations), (collectively, "ACVB"), which comprise the consolidated statements of financial position as of September 30, 2014 and 2013, and the related consolidated statements of activities and cash flows for the years then ended, and the related notes to the consolidated financial statements.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

### Auditors' Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

Affiliated Company

ML&R WEALTH MANAGEMENT LLC

"A Registered Investment Advisor"

This firm is not a CPA firm

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## **Opinion**

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of ACVB as of September 30, 2014 and 2013, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

## **Report on Supplementary Information**

Our audits were conducted for the purpose of forming an opinion on the consolidated financial statements as a whole. The accompanying supplemental consolidated schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the consolidated financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the consolidated financial statements. The information has been subjected to the auditing procedures applied in the audit of the consolidated financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the consolidated financial statements or to the consolidated financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the consolidated financial statements as a whole.

*Maxwell Locke + Ritter LLP*

Austin, Texas  
December 8, 2014

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2014 AND 2013

|                                   | 2014                | 2013                |
|-----------------------------------|---------------------|---------------------|
| <b>ASSETS</b>                     |                     |                     |
| <b>CURRENT ASSETS:</b>            |                     |                     |
| Cash and cash equivalents         | \$ 3,277,226        | \$ 1,937,307        |
| Marketable investments            | 313,040             | 276,347             |
| Accounts receivable               | 1,024,265           | 1,192,502           |
| Inventory                         | 262,746             | 194,181             |
| Prepaid expenses                  | 224,003             | 282,785             |
| Security deposits                 | 25,420              | 21,958              |
| Total current assets              | 5,126,700           | 3,905,080           |
| PROPERTY AND EQUIPMENT, net       | 1,102,515           | 143,926             |
| <b>TOTAL</b>                      | <b>\$ 6,229,215</b> | <b>\$ 4,049,006</b> |
| <b>LIABILITIES AND NET ASSETS</b> |                     |                     |
| <b>CURRENT LIABILITIES:</b>       |                     |                     |
| Accounts payable                  | \$ 212,991          | \$ 151,119          |
| Accrued expenses                  | 474,197             | 333,442             |
| Heritage grants payable           | 315,296             | 352,149             |
| Deferred revenue                  | 9,250               | 11,750              |
| Current portion of long-term debt | 96,432              | 5,790               |
| Total current liabilities         | 1,108,166           | 854,250             |
| LONG-TERM DEBT                    | 658,623             | 21,555              |
| DEFERRED RENT                     | 15,276              | 45,825              |
| DEFERRED COMPENSATION             | 293,454             | 259,291             |
| Total liabilities                 | 2,075,519           | 1,180,921           |
| <b>NET ASSETS:</b>                |                     |                     |
| Unrestricted                      | 4,149,321           | 2,863,710           |
| Temporarily restricted            | 4,375               | 4,375               |
| Total net assets                  | 4,153,696           | 2,868,085           |
| <b>TOTAL</b>                      | <b>\$ 6,229,215</b> | <b>\$ 4,049,006</b> |

See notes to consolidated financial statements.



# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF ACTIVITIES YEARS ENDED SEPTEMBER 30, 2014 AND 2013

|   | 2014                | 2013                |
|---|---------------------|---------------------|
| <b>UNRESTRICTED NET ASSETS:</b>   |                     |                     |
| Revenues:   |                     |                     |
| Revenue from the City of Austin   | \$ 11,032,841       | \$ 9,586,280        |
| In-kind contributions and donated services  | 758,053             | 408,663             |
| Sponsorships  | 345,289             | 482,831             |
| Housing and registration services   | 270,395             | 242,229             |
| Merchandise sales, net of<br>cost of sales of \$744,276 and \$756,349, respectively | 243,023             | 239,097             |
| Rack rental   | 12,839              | 14,129              |
| Other revenues  | 38,461              | 42,849              |
| Total revenues  | 12,700,901          | 11,016,078          |
| Expenses:   |                     |                     |
| Programs:   |                     |                     |
| Convention sales  | 3,095,678           | 3,248,143           |
| Advertising   | 2,440,833           | 2,121,393           |
| Strategic partnership   | 1,029,461           | 294,976             |
| Visitors' center  | 561,661             | 548,035             |
| Marketing and communications  | 552,788             | 613,566             |
| Convention services   | 541,828             | 507,319             |
| Tourism sales   | 510,295             | 403,263             |
| Austin Sports Commission  | 297,067             | 446,844             |
| Film commission   | 216,098             | 201,015             |
| Housing   | 202,692             | 251,574             |
| Music office  | 176,118             | 165,658             |
| Heritage tourism  | 140,883             | 113,684             |
| Total program expenses  | 9,765,402           | 8,915,470           |
| Supporting services-<br>Administrative  | 1,649,888           | 1,592,944           |
| Total expenses  | 11,415,290          | 10,508,414          |
| <b>CHANGE IN UNRESTRICTED NET ASSETS</b>  | 1,285,611           | 507,664             |
| <b>NET ASSETS, BEGINNING OF YEAR</b>  | 2,868,085           | 2,360,421           |
| <b>NET ASSETS, END OF YEAR</b>  | <u>\$ 4,153,696</u> | <u>\$ 2,868,085</u> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF CASH FLOWS YEARS ENDED SEPTEMBER 30, 2014 AND 2013

|   | 2014                | 2013                |
|---|---------------------|---------------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>  |                     |                     |
| Change in net assets  | \$ 1,285,611        | \$ 507,664          |
| Adjustments to reconcile change in net assets to net cash provided by operating activities: |                     |                     |
| Depreciation and amortization   | 121,144             | 83,673              |
| Gain on the sale of property and equipment  | -                   | (5,500)             |
| Unrealized gain on marketable investments   | (36,693)            | (37,966)            |
| Changes in operating assets and liabilities that provided (used) cash:                      |                     |                     |
| Accounts receivable   | 168,237             | (304,431)           |
| Inventory   | (68,565)            | (43,199)            |
| Prepaid expenses  | 58,782              | 217,635             |
| Security deposits   | (3,462)             | 2,565               |
| Accounts payable  | 61,872              | 10,909              |
| Accrued expenses  | 140,755             | (36,583)            |
| Heritage grants payable   | (36,853)            | 11,220              |
| Deferred revenue  | (2,500)             | 8,000               |
| Deferred rent   | (30,549)            | (15,513)            |
| Deferred compensation   | 34,163              | 30,594              |
| Net cash provided by operating activities   | 1,691,942           | 429,068             |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES-</b>  |                     |                     |
| Purchases of property and equipment   | (1,079,733)         | (12,001)            |
| <b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>  |                     |                     |
| Borrowings on long-term debt  | 733,482             | -                   |
| Payments on long-term debt  | (5,772)             | (2,797)             |
| Net cash provided by (used in) financing activities   | 727,710             | (2,797)             |
| <b>NET CHANGE IN CASH AND CASH EQUIVALENTS</b>  | 1,339,919           | 414,270             |
| <b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>   | 1,937,307           | 1,523,037           |
| <b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>   | <u>\$ 3,277,226</u> | <u>\$ 1,937,307</u> |
| <b>SUPPLEMENTAL DISCLOSURE:</b>   |                     |                     |
| Cash paid for interest  | <u>\$ 12,931</u>    | <u>\$ 444</u>       |
| Vehicle purchased through long-term debt  | <u>\$ -</u>         | <u>\$ 30,142</u>    |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## NOTES TO CONSOLIDATED FINANCIAL STATEMENTS YEARS ENDED SEPTEMBER 30, 2014 AND 2013

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### 1. ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

**Nature of Organization** - The Austin Convention and Visitors Bureau (the "Bureau") is a private, 501(c)(6) corporation. The Bureau is charged with marketing Austin nationally and internationally as a premier business and leisure destination, thus enriching the community's overall quality of life. The Convention Sales department actively pursues meetings and conventions to choose Austin for their events. This is done by attending trade shows, conducting sales missions and client events and by direct sale to clients. To support conventions that are in town, Convention Services provides meeting and convention organizers with the services and information that they need to meet successfully in Austin. Additionally, they assist in providing housing services for groups and temporary registration and welcome staff. The Tourism Sales department works with tour companies, both domestically and internationally, to have Austin included on their itineraries. Marketing and Communications coordinates a robust print, online and experiential advertising campaign for Austin, in addition to managing a full suite of interactive tools for visitors. They also work with media to create press coverage of the area. The Film Commission actively works with location scouts to find appropriate filming locations in Austin. Additionally, they act as a liaison between film makers and the local film industry. The Music Office promotes Austin music domestically and internationally, they also work as a liaison between Austin musicians and convention planners who book local musicians to provide entertainment for their events. The Austin Visitors' Center provides an "on ground" presence to provide services to visitors in Austin in addition to running a robust retail store to showcase Austin merchandise.

The Austin Sports Commission (the "Commission"), an affiliate of the Bureau, was formed on June 26, 2006, for the purpose of promoting, expanding, and retaining professional and amateur sporting events in the Greater Austin Area. The Executive Committee of the Bureau has the power to make, alter, amend, and repeal the bylaws of the Commission. In addition, the Executive Committee of the Bureau controls the appointment of the Board of Directors of the Commission. Also, the Bureau is responsible for the liabilities of the Commission. Consolidation of the Commission by the Bureau is required as the Bureau has both control over and an economic interest in the Commission. The consolidated financial statements include the accounts of the Bureau and the Commission (collectively, "ACVB"). All significant inter-company transactions and balances have been eliminated in consolidation.

**Basis of Presentation** - The consolidated financial statements are presented in accordance with generally accepted accounting principles in the United States of America ("U.S. GAAP") as defined by the Financial Accounting Standards Board Accounting Standards Codification. Under the accrual basis of accounting, revenue is recognized when earned regardless of when collected, and expenses are recognized when the obligation is incurred regardless of when paid.

Net assets, revenues and expenses are classified based on the existence or absence of donor imposed restrictions. Accordingly, net assets of ACVB and changes therein are classified as follows:

**Unrestricted** - These types of net assets are not subject to donor-imposed stipulations. Expenses are reported as decreases in unrestricted net assets. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in unrestricted net assets unless their use is restricted by explicit donor stipulation or by law. All contributions are considered to be available for unrestricted use unless specifically restricted by a donor.

**Temporarily Restricted** - These types of net assets are subject to donor imposed stipulations, which limit their use by ACVB to a specific purpose and/or the passage of time. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the consolidated statements of activities as net assets released from restrictions. Donor imposed restrictions that are met within the same reporting period of the contribution are reported as unrestricted support. Temporarily restricted net assets of \$4,375 were restricted for the Restore Austin Fund as of September 30, 2014 and 2013.

**Permanently Restricted** - These types of net assets are not currently available for use in the operations of ACVB and their limitations neither expire by passage of time nor can be fulfilled or otherwise removed by actions of ACVB. ACVB has not received any permanently restricted contributions as of September 30, 2014 and 2013.

**Use of Estimates** - The preparation of consolidated financial statements in accordance with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts and disclosures. Accordingly, actual results could differ from these estimates.

**Cash and Cash Equivalents** - ACVB considers all highly liquid investments with an original maturity of three months or less when purchased to be cash equivalents.

**Fair Value Measurements** - Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Fair value accounting requires characterization of the inputs used to measure fair value into a three-level fair value hierarchy as follows:

Level 1 - Inputs based on quoted prices in active markets for identical assets or liabilities. An active market is a market in which transactions occur with sufficient frequency and volume to provide pricing information on an ongoing basis.

Level 2 - Observable inputs that reflect the assumptions market participants would use in pricing the asset or liability developed based on market data obtained from sources independent from the entity.

Level 3 - Unobservable inputs that reflect the entity's own assumptions about the assumptions market participants would use in pricing the asset or liability developed based on the best information available.

There are three general valuation techniques that may be used to measure fair value: 1) market approach - uses prices generated by market transactions involving identical or comparable assets or liabilities, 2) cost approach - uses the amount that currently would be required to replace the service capacity of an asset (replacement cost), and 3) income approach - uses valuation techniques to convert future amounts to present amounts based on current market expectations.

**Marketable Investments** - Marketable investments consist of publicly traded stock and variable annuity funds and are carried at fair market value based on quoted market prices. Any changes in market value are reported in other revenue in the consolidated statements of activities. All marketable investments were measured at fair value using the market approach. Variable annuity funds are intended to fund the deferred compensation liability in future years.

**Accounts Receivable** - Accounts receivable are recorded at the value of the revenue earned and generally require payment within thirty days. Receivable balances over thirty days old are considered delinquent and management begins collection efforts at that time. Delinquent invoices do not accrue interest. ACVB continually monitors the credit worthiness of each account and recognizes allowances for estimated bad debt on accounts that are no longer estimated to be collectible. ACVB regularly adjusts any allowance for subsequent collections and final determination that a balance is no longer collectible. ACVB has no allowance for bad debt as of September 30, 2014 or 2013, as management deemed all outstanding balances to be collectible.

**Inventory** - Inventory is valued at the lower of cost (first-in first-out retail method) or market. Inventory includes purchased promotional items and visitor center merchandise classified as finished goods.

**Property and Equipment** - Property and equipment are recorded at cost if purchased or at fair value if donated. ACVB capitalizes all acquisitions of property and equipment in excess of \$1,000 with a useful life of three or more years. Gains and losses on disposals of property and equipment are recognized during the year of disposition in the consolidated statement of activities. Depreciation and amortization is computed using the straight-line method over the estimated useful lives of the assets, ranging from 5 to 7 years for office equipment and vehicles, or the lesser of the useful life or term of the lease for leasehold improvements, ranging from 10 - 17 years.

**Heritage Grants** - Grants are provided to assist organizations in preserving historic properties that are proven tourism attractions, or are located in areas that are frequented by tourists. Nonprofits are the only organizations eligible to receive grant funds.

**Deferred Compensation** - ACVB has a tax exempt 457(b) deferred compensation plan under which two highly compensated key employees are eligible to participate - one active employee and one former employee. Amounts deferred under the plan by participants are invested by ACVB through the designation of an administrator, but the investments are directed by the participants. All amounts deferred under the plan by participants, all property and rights purchased with these amounts, and all income attributable are the sole property of ACVB and fully subject to claims by ACVB's general creditors. Participants are eligible to receive distributions under the plan upon severance from employment, an unforeseeable emergency or the election of a small balance distribution.

**Revenue from the City of Austin** - ACVB receives substantially all of its revenue from the City of Austin (the "City") under an agreement to perform certain services related to its stated purpose in exchange for a percentage of hotel occupancy tax revenue that is collected by the City. The payments are subject to annual appropriation by the City and the ability of the City to collect such tax proceeds. The agreement with the City expires on September 30, 2016. Revenues are considered earned when the City earns hotel occupancy tax revenues. Revenues earned but not received in cash are recorded as accounts receivable.

**In-kind Contributions** - Contributions of tangible assets are recognized at fair value when received. The amounts reflected in the consolidated financial statements as in-kind contributions are offset by equal amounts included in expenses or additions to property and equipment.

**Donated Services** - Contributions of services are recognized at their estimated fair market value if the services received create or enhance nonfinancial assets or require specialized skills, are provided by individuals possessing these skills, and would typically need to be purchased if not provided by donation. The amounts included in the consolidated financial statements as donated services are offset by equal amounts included in expenses.

**Advertising Costs** - ACVB expenses advertising costs as incurred. Total advertising expense for the years ended September 30, 2014 and 2013, was \$2,440,833 and \$2,121,393, respectively.

**Functional Allocation of Expenses** - The majority of expenses can generally be identified with the program or supporting service to which they relate and are charged accordingly. Other expenses are allocated by function to components of these services based on allocation factors determined by management.

**Concentration of Credit Risk** - Financial instruments that potentially subject ACVB to credit risk consist of cash and cash equivalents, marketable investments and accounts receivable. ACVB places its cash and cash equivalents with a limited number of high quality financial institutions and may exceed the amount of insurance provided on such deposits. Management believes no significant risk exists with respect to cash and cash equivalents.

Marketable investments are exposed to various risks, such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the near-term could materially affect the amounts reported in the consolidated statements of financial position.

The City accounted for 99% and 97% of gross accounts receivable as of September 30, 2014 and 2013, respectively. The City accounted for 87% of total revenues for the years ended September 30, 2014 and 2013. ACVB generally does not maintain collateral for its accounts receivable and management does not believe a significant risk exists.

**Income Taxes** - The Bureau and the Commission are both nonprofit corporations that are exempt from federal income taxes under Section 501(c)(6) of the Internal Revenue Code, except to the extent of any unrelated business income. The Bureau and the Commission file a Form 990 tax return in the U.S. federal jurisdiction and are subject to routine examinations of their returns; however, there are no examinations currently in progress. The fiscal year 2011 and subsequent tax years remain subject to examination by the Internal Revenue Service.

**Reclassifications** - Certain amounts in the prior year have been reclassified to conform to the presentation adopted in the current year. There was no impact on net assets.

## 2. MARKETABLE INVESTMENTS

Marketable investment fair values were as follows at September 30, 2014:

|                              | Fair Value        | Fair Value Measurements Using:   |   |  |
|------------------------------|-------------------|--|---|--|
|                              |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets<br>(Level 1) | Significant<br>Other<br>Observable<br>Inputs<br>(Level 2) | Significant<br>Unobservable<br>Inputs<br>(Level 3) |
| Variable annuity funds       | \$ 293,454        | \$ -   | \$ 293,454  | \$ -   |
| Publicly traded stocks       | 19,586            | 19,586   | -   | -  |
| Total marketable investments | <u>\$ 313,040</u> | <u>\$ 19,586</u>   | <u>\$ 293,454</u>   | <u>\$ -</u>  |

Marketable investment fair values were as follows at September 30, 2013:

|                              | Fair Value        | Fair Value Measurements Using:   |   |  |
|------------------------------|-------------------|--|---|--|
|                              |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets<br>(Level 1) | Significant<br>Other<br>Observable<br>Inputs<br>(Level 2) | Significant<br>Unobservable<br>Inputs<br>(Level 3) |
| Variable annuity funds       | \$ 259,291        | \$ -   | \$ 259,291  | \$ -   |
| Publicly traded stocks       | 17,056            | 17,056   | -   | -  |
| Total marketable investments | <u>\$ 276,347</u> | <u>\$ 17,056</u>   | <u>\$ 259,291</u>   | <u>\$ -</u>  |

## 3. PROPERTY AND EQUIPMENT

Property and equipment was comprised of the following at September 30:

|   | 2014                | 2013              |
|---|---------------------|-------------------|
| Office equipment                          | \$ 668,247          | \$ 613,000        |
| Leasehold improvements                    | 999,978             | 87,151            |
| Vehicle                                   | 35,648              | 35,648            |
|   | 1,703,873           | 735,799           |
| Accumulated depreciation and amortization | (601,358)           | (591,873)         |
| Property and equipment, net               | <u>\$ 1,102,515</u> | <u>\$ 143,926</u> |

#### 4. LONG-TERM DEBT

In March 2013, ACVB entered into a note payable for the purchase of a vehicle. The note payable is collateralized by the vehicle purchased, with principal and interest payments due monthly accruing interest at 2.9% and matures on March 1, 2018.

In December 2013, ACVB borrowed \$733,482 under a promissory note payable (the “promissory note”) to finance the construction of leasehold improvements for a new visitors’ center. The promissory note is collateralized by substantially all of ACVB’s assets and accrues interest at 3.5%. Interest only payments were due monthly through September 2014. Beginning in October 2014, payments of principal and interest are due through the maturity date in September 2021. The promissory note agreement contains a financial covenant to maintain a debt service coverage, as defined in the promissory note.

Required principal payments on long-term debt obligations at September 30, 2014 were as follows for the years ended September 30:

|            |    |                |
|------------|----|----------------|
| 2015       | \$ | 96,432         |
| 2016       |    | 103,788        |
| 2017       |    | 107,632        |
| 2018       |    | 108,273        |
| 2019       |    | 108,931        |
| Thereafter |    | 229,999        |
| Total      | \$ | <u>755,055</u> |

#### 5. COMMITMENTS

ACVB has non-cancelable operating leases related to office facilities and a visitor center. Total rental expense, including operating costs, for the years ended September 30, 2014 and 2013, was \$421,664 and \$456,100, respectively. Future minimum lease payments under operating leases at September 30, 2014 were as follows for the years ended September 30:

|                              |    |                |
|------------------------------|----|----------------|
| 2015                         | \$ | 95,914         |
| 2016                         |    | 41,540         |
| 2017                         |    | 41,540         |
| 2018                         |    | 41,540         |
| 2019                         |    | 44,656         |
| Thereafter                   |    | 214,970        |
| Total minimum lease payments | \$ | <u>480,160</u> |



## 6. IN-KIND CONTRIBUTIONS AND DONATED SERVICES

ACVB received in-kind contributions and donated services for the following programs and supporting services included in the consolidated statements of activities during the years ended September 30:

|                              | 2014              | 2013              |
|------------------------------|-------------------|-------------------|
| Programs:                    |                   |                   |
| Strategic partnership        | \$ 684,204        | \$ 164,991        |
| Convention sales             | 67,639            | 118,508           |
| Visitors' center             | 5,330             | 240               |
| Marketing and communications | 880               | 51,606            |
| Austin Sports Commission     | -                 | 61,273            |
| Administrative               | -                 | 12,045            |
|                              | <u>\$ 758,053</u> | <u>\$ 408,663</u> |

In-kind contributions of tangible assets received during the years ended September 30, 2014 and 2013 were \$585,733 and \$312,451, respectively. Donated services received during the years ended September 30, 2014 and 2013 were \$172,320 and \$96,212, respectively. Services rendered were audio-visual labor, production and transportation related.

## 7. EMPLOYEE BENEFIT PLANS

ACVB has a qualified 401(k) deferred compensation plan (the "Plan") covering all employees that have completed 1,000 hours of qualified employment, reached 21 years of age and have been employed by ACVB for at least one year. Under the Plan, ACVB matches the employee's contributions under elective deferral arrangements up to a maximum of seven percent of compensation. Total employer matching contributions were \$235,513 and \$185,943, for the years ended September 30, 2014 and 2013, respectively.

## 8. SUBSEQUENT EVENTS

ACVB has evaluated subsequent events through December 8, 2014 (the date the consolidated financial statements were available to be issued) and no events have occurred from the consolidated statement of financial position date through that date that would impact the consolidated financial statements.



**AUSTIN CONVENTION AND VISITORS BUREAU**  
**CONSOLIDATED SCHEDULE OF FUNCTIONAL EXPENSES**  
**YEAR ENDED SEPTEMBER 30, 2014**

|                               | Programs         |             |                       |                  |                              |                     |               |                          |                 |         |              | Supporting Services |           | 2014      |                |
|-------------------------------|------------------|-------------|-----------------------|------------------|------------------------------|---------------------|---------------|--------------------------|-----------------|---------|--------------|---------------------|-----------|-----------|----------------|
|                               | Convention Sales | Advertising | Strategic Partnership | Visitors' Center | Marketing and Communications | Convention Services | Tourism Sales | Austin Sports Commission | Film Commission | Housing | Music Office | Heritage Tourism    | Total     |           | Administrative |
| Wages and salaries            | \$ 1,473,447     | 1,550       | 167,832               | 259,518          | 269,230                      | 304,738             | 215,316       | 155,680                  | 119,919         | 90,320  | 63,768       | -                   | 3,121,318 | 910,535   | 4,031,853      |
| Project costs:                |                  |             |                       |                  |                              |                     |               |                          |                 |         |              |                     |           |           |                |
| Trade shows                   | 207,642          | -           | 1,525                 | -                | 5,552                        | 1,961               | 48,929        | 11,824                   | -               | -       | 17,844       | -                   | 295,277   | -         | 295,277        |
| FAMS and site visits          | 58,240           | -           | 35                    | -                | 10,363                       | 2,508               | 54,555        | 8,099                    | -               | -       | 3,446        | -                   | 137,246   | -         | 137,246        |
| Client development            | 305,808          | 38,543      | 11,897                | 8,764            | 1,109                        | 74,359              | 46,921        | 15,434                   | 2,499           | -       | 45,614       | -                   | 550,948   | 1,767     | 552,715        |
| Local meetings/transportation | 7,658            | 677         | 17,510                | 2,489            | 3,274                        | 2,097               | 243           | 3,430                    | 221             | -       | 1,436        | -                   | 39,035    | 26,319    | 65,354         |
| Special projects              | 159,435          | 88,866      | 63,414                | 14               | 1,627                        | 4,465               | 6,790         | 13,718                   | 34,165          | -       | 4,002        | -                   | 376,496   | 10,587    | 387,083        |
| Education seminars            | 35,811           | -           | 3,383                 | 1,168            | 12,497                       | 10,054              | 3,791         | -                        | -               | -       | 2,502        | -                   | 69,206    | 15,457    | 84,663         |
| Total Project Costs           | 774,594          | 128,086     | 97,764                | 12,435           | 34,422                       | 95,444              | 161,229       | 52,505                   | 36,885          | -       | 74,844       | -                   | 1,468,208 | 54,130    | 1,522,338      |
| Employee benefits             | 389,260          | -           | 44,650                | 74,819           | 81,891                       | 76,643              | 45,676        | 41,500                   | 32,622          | 25,215  | 18,807       | -                   | 831,083   | 272,440   | 1,103,523      |
| Media placement               | 958              | 1,592,552   | -                     | -                | -                            | -                   | -             | -                        | -               | -       | -            | -                   | 1,593,510 | -         | 1,593,510      |
| Contracts                     | 14,510           | -           | 2,179                 | 3,373            | 2,881                        | 2,552               | 1,952         | 1,529                    | 984             | 858     | 764          | -                   | 31,582    | 18,821    | 50,403         |
| Production costs              | 1,653            | 703,650     | 125                   | -                | -                            | 15,760              | -             | -                        | -               | -       | 6,000        | -                   | 727,188   | 259       | 727,447        |
| Rent and utilities            | 144,368          | -           | 15,983                | 91,023           | 28,378                       | 22,171              | 15,874        | 12,768                   | 7,996           | 7,016   | 7,184        | -                   | 352,761   | 68,902    | 421,663        |
| Donated services              | 67,639           | -           | 684,204               | 880              | -                            | -                   | -             | -                        | -               | -       | -            | -                   | 752,723   | 5,330     | 758,053        |
| Heritage grants               | -                | -           | -                     | -                | -                            | -                   | -             | -                        | -               | -       | 140,881      | -                   | 140,881   | -         | 140,881        |
| Depreciation and amortization | -                | -           | -                     | -                | -                            | -                   | -             | -                        | -               | -       | -            | -                   | -         | -         | -              |
| Research                      | 61,685           | -           | -                     | -                | 11,108                       | -                   | 275           | 17,500                   | 50              | -       | -            | -                   | 90,618    | 350       | 90,968         |
| Office supplies               | 13,762           | 495         | 2,756                 | 19,662           | 7,546                        | 3,272               | 1,483         | 2,190                    | 578             | 666     | 878          | -                   | 53,288    | 23,170    | 76,458         |
| Information technology        | 44,891           | -           | 5,861                 | 30,286           | 8,848                        | 5,466               | 4,696         | 2,913                    | 1,875           | 2,500   | 1,692        | -                   | 109,028   | 31,367    | 140,395        |
| Telephone                     | 26,501           | -           | 3,364                 | 6,110            | 4,437                        | 3,954               | 3,355         | 2,851                    | 1,124           | 822     | 876          | -                   | 53,394    | 10,590    | 63,984         |
| Housing costs                 | -                | -           | -                     | -                | -                            | -                   | -             | -                        | -               | 73,868  | -            | -                   | 73,868    | -         | 73,868         |
| Postage                       | 1,718            | -           | 497                   | 3,066            | 39,263                       | 1,487               | 96            | -                        | 39              | -       | 39           | 2                   | 46,207    | 1,763     | 47,970         |
| Dues and subscriptions        | 17,915           | -           | 992                   | 28               | 766                          | 2,675               | 56,440        | 2,942                    | 6,575           | -       | 115          | -                   | 88,448    | 7,658     | 96,106         |
| Contract services             | -                | 14,500      | -                     | -                | 30,700                       | -                   | -             | -                        | 5,450           | -       | -            | -                   | 50,650    | 67,500    | 118,150        |
| Insurance                     | 17,504           | -           | 2,364                 | 2,926            | 3,125                        | 2,768               | 2,118         | 1,658                    | 1,067           | 931     | 829          | -                   | 35,290    | 9,164     | 44,454         |
| Professional fees             | 4,306            | -           | 571                   | 5,375            | 989                          | 1,058               | 593           | 2,783                    | 418             | 474     | 302          | -                   | 16,869    | 29,084    | 45,953         |
| Bank and credit card fees     | -                | -           | -                     | 27,422           | -                            | -                   | -             | -                        | -               | -       | -            | -                   | 27,422    | 3,620     | 31,042         |
| Interest                      | -                | -           | -                     | 12,210           | -                            | -                   | -             | -                        | -               | -       | -            | -                   | 12,210    | 721       | 12,931         |
| Collateral                    | -                | -           | -                     | 9,175            | -                            | 832                 | -             | -                        | 490             | -       | -            | -                   | 10,497    | -         | 10,497         |
| Fulfillment costs             | -                | -           | -                     | -                | 24,489                       | -                   | -             | -                        | -               | -       | -            | -                   | 24,489    | -         | 24,489         |
| Delivery                      | 6,945            | -           | 262                   | 2,586            | 838                          | 2,942               | 1,141         | 209                      | -               | -       | -            | -                   | 14,923    | 5,953     | 20,876         |
| Printing and typesetting      | -                | -           | -                     | -                | 3,802                        | -                   | -             | -                        | -               | -       | -            | -                   | 3,802     | -         | 3,802          |
| Taxes                         | 26               | -           | -                     | -                | -                            | -                   | -             | -                        | -               | -       | -            | -                   | 26        | 154       | 180            |
| Maintenance contracts         | 33,916           | -           | 57                    | 767              | 75                           | 66                  | 51            | 39                       | 26              | 22      | 20           | -                   | 35,039    | 3,099     | 38,138         |
| Repairs and maintenance       | -                | -           | -                     | -                | -                            | -                   | -             | -                        | -               | -       | -            | -                   | -         | -         | -              |
| Miscellaneous                 | 80               | -           | -                     | -                | -                            | -                   | -             | -                        | -               | -       | -            | -                   | 80        | 4,160     | 4,240          |
|                               | \$ 3,095,678     | 2,440,833   | 1,029,461             | 561,661          | 552,788                      | 541,828             | 510,295       | 297,067                  | 216,098         | 202,692 | 176,118      | 140,883             | 9,765,402 | 1,649,888 | 11,415,290     |

# Austin

— CONVENTION & VISITORS BUREAU —

Below are some frequently asked questions about the Austin Convention & Visitors Bureau (CVB). For more information, please visit [AustinTexas.org](http://AustinTexas.org).

## What is the Austin Convention & Visitors Bureau and what is your impact to the community?

The Austin Convention & Visitors Bureau is the official destination marketing organization (DMO) for the City of Austin. An accredited member of Destination Marketing Association International, **the Austin CVB is a revenue producing entity contracted by the City of Austin** to market Austin nationally and internationally as a premier business and leisure travel destination.

In addition, the Austin CVB houses the Film Commission, Music Office and Sports Commission. The organization is a private, non-membership based, nonprofit 501(c)(6) corporation in its 19th year of operating as an independent agency.

Travel spending not only sustains local jobs and businesses, it represents a critical source of tax revenue. **Without tourism, every household in our city would pay an additional \$900 in taxes\*.**

Key economic impact facts for the Austin MSA are as follows:

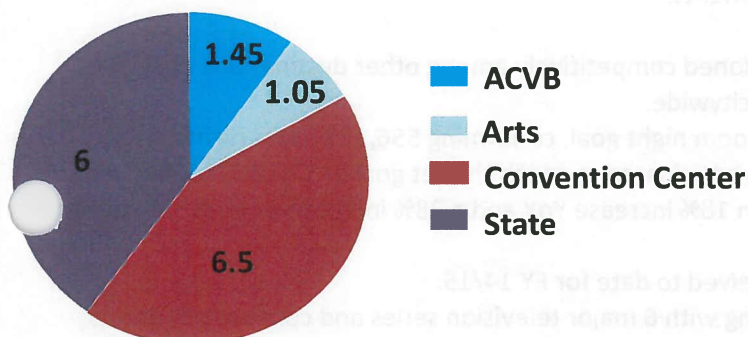
- Total Direct Travel Spending: \$6.28 billion (2013)p; \$5.86 billion (2012)
- Total Employment: 53,900 (2013)p; 50,700 (2012)
- Local Tax Revenue: \$148 million (2013)p; \$133 million (2012)
- State Tax Revenue: \$296 million (2013)p; \$275 million (2012)
- Visitor Volume: 21.5 million (2013); 20.5 million (2012)

Sources: **\*Premier travel industry research firms DK Shifflet & Associates, Ltd. and Dean Runyan Associates. \*p stands for projected.**

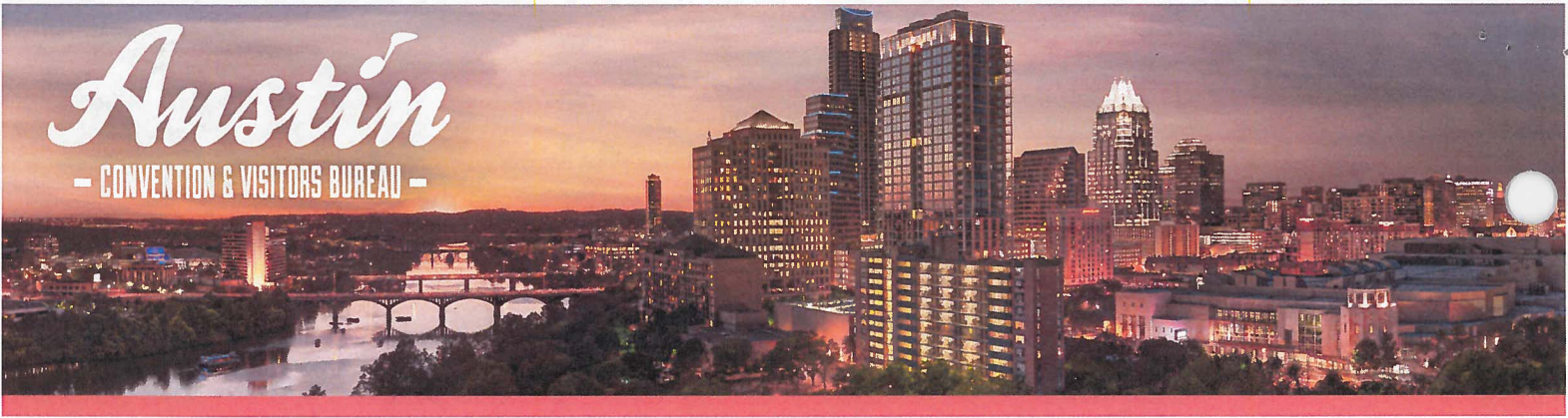
## How is the Austin Convention & Visitors Bureau funded?

The Austin CVB is funded primarily through a portion of the 15 percent hotel occupancy tax.

**For each dollar collected, the Austin CVB receives 1.45 cents.** In comparison, the Austin Convention Center receives 6.5 cents, the state of Texas receives 6 cents and Austin arts organizations receive 1.05 cents.







## How does Austin's budget compare to other destinations?

The Austin CVB budget is considered modest by industry standards and in comparison to our competitive set:

| City         | Est. FY 1415<br>DMO Budget |
|--------------|----------------------------|
| Austin       | \$15 M                     |
| Dallas       | \$25 M                     |
| Houston      | \$19 M                     |
| San Antonio  | \$22 M                     |
| Denver       | \$24 M                     |
| Nashville    | \$22 M                     |
| New Orleans  | \$37 M                     |
| Philadelphia | \$30 M                     |
| Seattle      | \$20 M                     |

## What are the objectives of the Austin Convention & Visitors Bureau?

ACVB is contractually bound to market, solicit and advertise for conventions, tourism, and other gatherings to maximize use of the Austin Convention Center, commercial lodging and tourism facilities. The Austin CVB further protects the Live Music Capital of the World® brand. Core objectives include:

- Increase the demand in the Austin MSA for hotel rooms, attraction visits, package tours, retail sales, restaurant receipts and local transportation.
- Serve as the primary booking entity for the Austin Convention Center for all future groups and special events that in turn, draw attendees to stay overnight in Austin hotels.
- Support the economic viability of Austin's growing film, music and sports industries.
- Gain national and international media exposure for Austin's diverse attractions, history, culture and unique personality.

## What are some of the bureau's key accomplishments?

The following highlights include just a few recent bureau accomplishments:

- Austin continues to lead Texas in hotel performance and is positioned competitively among other destinations of similar size, with 2014 year-end occupancy at 79% downtown and 72% citywide.
- In FY 13/14, the Bureau achieved 110% of the convention sales room night goal, confirming 556,259 room nights, a 9% increase over FY 12/13. As of the end of March 2015, FY 14/15 is anticipated to reach the set goal of 570,000 room nights.
- 642 confirmed meetings were booked in 2014 vs. 543 in 2013, an 18% increase YoY and a 38% increase from 465 meetings booked in 2004.
- Over 316 music inquiries and 104 music bookings have been received to date for FY 14/15.
- 19 major films were shot in and around Austin in 2014/2015 along with 6 major television series and commercial shoots.



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To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the consolidated financial statements of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission (collectively, "ACVB") for the year ended September 30, 2013, and have issued our report thereon dated December 11, 2013. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our engagement letter to you dated August 12, 2013. Professional standards also require that we communicate to you the following information related to our audit.

## QUALITATIVE ASPECTS OF ACCOUNTING PRACTICES

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by ACVB are described in Note 1 to the consolidated financial statements. No new accounting policies were adopted and the application of existing policies was not changed during fiscal year 2013. We noted no transactions entered into by ACVB during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the consolidated financial statements in the proper period.

Accounting estimates are an integral part of the consolidated financial statements and are based on your knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the consolidated financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the consolidated financial statements were the functional allocation of expenses and the useful lives of fixed assets used to calculate depreciation expense. We evaluated the key factors and assumptions used to develop these estimates in determining that they were reasonable in relation to the consolidated financial statements taken as a whole.

The financial statement disclosures are neutral, consistent, and clear.

## DIFFICULTIES ENCOUNTERED IN PERFORMING THE AUDIT

We encountered no difficulties in performing and completing our audit.

Affiliated Company

ML&R WEALTH MANAGEMENT LLC

"A Registered Investment Advisor"

This firm is not a CPA firm

## **MISSTATEMENTS IDENTIFIED DURING THE AUDIT**

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. There were no misstatements identified during the audit.

## **DISAGREEMENTS WITH MANAGEMENT**

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the consolidated financial statements or the auditors' report. We are pleased to report that no such disagreements arose during the course of our audit.

## **MANAGEMENT REPRESENTATIONS**

We have requested certain representations from management that are included in the attached management representation letter dated December 11, 2013.

## **MANAGEMENT CONSULTATIONS WITH OTHER INDEPENDENT ACCOUNTANTS**

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to ACVB's consolidated financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

## **ISSUES RELEVANT TO THE OVERSIGHT OF THE FINANCIAL REPORTING PROCESS**

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as ACVB's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

## **OTHER MATTERS**

With respect to the supplementary information accompanying the consolidated financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with U.S. generally accepted accounting principles, the method of preparing it has not changed from the prior period, and the information is appropriate and complete in relation to our audit of the consolidated financial statements. We compared and reconciled the supplementary information to the underlying accounting records used to prepare the consolidated financial statements or to the consolidated financial statements themselves.

This information is intended solely for the use of the Board of Directors, the City of Austin and management of Austin Convention and Visitors Bureau and is not intended to be, and should not be, used by anyone other than these specified parties.

Sincerely,

*Maxwell Locke + Ritter LLP*

Austin, Texas  
December 11, 2013

Enclosure 1: Management Representation Letter



# AUSTIN

CONVENTION & VISITORS BUREAU

1

December 11, 2013

Maxwell Locke & Ritter LLP  
401 Congress, Suite 1100  
Austin, Texas 78701

This representation letter is provided in connection with your audits of the consolidated financial statements of Austin Convention and Visitors Bureau (the "Bureau") and its affiliate, Austin Sports Commission (the "Commission") (collectively, "ACVB"), which comprise the consolidated statements of financial position as of September 30, 2013 and 2012, and the related statements of activities and cash flows for the years then ended, and the related notes to the consolidated financial statements, for the purpose of expressing an opinion as to whether the consolidated financial statements are presented fairly, in all material respects, in accordance with accounting principles generally accepted in the United States (U.S. GAAP).

Certain representations in this letter are described as being limited to matters that are material. Items are considered material, regardless of size, if they involve an omission or misstatement of accounting information that, in light of surrounding circumstances, makes it probable that the judgment of a reasonable person relying on the information would be changed or influenced by the omission or misstatement. An omission or misstatement that is monetarily small in amount could be considered material as a result of qualitative factors.

We confirm, to the best of our knowledge and belief, as of December 11, 2013, the following representations made to you during your audit.

## Financial Statements

- We have fulfilled our responsibilities, as set out in the terms of the audit engagement letter dated August 12, 2013, including our responsibility for the preparation and fair presentation of the consolidated financial statements.
- The consolidated financial statements referred to above are fairly presented in conformity with U.S. GAAP.
- We acknowledge our responsibility for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.
- We acknowledge our responsibility for the design, implementation, and maintenance of internal control to prevent and detect fraud.
- Significant assumptions we used in making accounting estimates, including those measured at fair value, are reasonable.
- Related party relationships and transactions have been appropriately accounted for and disclosed in accordance with the requirements of U.S. GAAP.
- All events subsequent to the date of the consolidated financial statements and for which U.S. GAAP requires adjustment or disclosure have been adjusted or disclosed.
- All material transactions have been recorded in the accounting records and are reflected in the consolidated financial statements.
- We are not aware of any pending or threatened litigation, claims, or assessments or unasserted claims or assessments that are required to be accrued or disclosed in the consolidated financial statements in accordance with U.S. GAAP, and we have not consulted a lawyer concerning litigation, claims, or assessments.

- Material concentrations have been appropriately disclosed in accordance with U.S. GAAP.
- Guarantees, whether written or oral, under which the organization is contingently liable, have been properly recorded or disclosed in accordance with U.S. GAAP.
- We have complied with all restrictions on resources (including donor restrictions) and all aspects of contractual and grant agreements that would have a material effect on the consolidated financial statements in the event of noncompliance. This includes complying with donor requirements to maintain a specific asset composition necessary to satisfy their restrictions.

#### **Information Provided**

- We have provided you with:
  - Access to all information, of which we are aware, that is relevant to the preparation and fair presentation of the consolidated financial statements, such as records, documentation, and other matters.
  - Additional information that you have requested from us for the purpose of the audit.
  - Unrestricted access to persons within the entity from whom you determined it necessary to obtain audit evidence.
- All material transactions have been recorded in the accounting records and are reflected in the consolidated financial statements.
- We have disclosed to you the results of our assessment of the risk that the consolidated financial statements may be materially misstated as a result of fraud.
- We have no knowledge of any fraud or suspected fraud affecting ACVB and involving:
  - Management,
  - Employees who have significant roles in internal control, or
  - Others where the fraud could have a material effect on the consolidated financial statements.
- We have no knowledge of any allegations of fraud or suspected fraud affecting ACVB's consolidated financial statements communicated by employees, former employees, grantors, regulators, or others.
- We have no knowledge of any instances of noncompliance or suspected noncompliance with laws and regulations whose effects should be considered when preparing consolidated financial statements.
- We are not aware of any pending or threatened litigation, claims, or assessments or unasserted claims or assessments that are required to be accrued or disclosed in the financial statements in accordance with U.S. GAAP, and we have not consulted a lawyer concerning litigation, claims, or assessments.
- We have disclosed to you the identity of ACVB's related parties and all the related party relationships and transactions of which we are aware.
- ACVB has satisfactory title to all owned assets, and there are no liens or encumbrances on such assets nor has any asset been pledged as collateral.
- The Bureau and the Commission are exempt organizations under Section 501(c)(6) of the Internal Revenue Code. Any activities of which we are aware that would jeopardize ACVB's tax-exempt status, and all activities subject to tax on unrelated business income or excise or other tax, have been disclosed to you. All required filings with tax authorities are up-to-date.

- We represent that the Bureau and the Commission:
  - Are organized for Internal Revenue Code Section 501(c)(6) purposes;
  - Are operated in a manner consistent with their missions as set forth in the current Articles of Incorporation and Bylaws;
  - Have not engaged in activities which would result in private inurement or excess benefit transactions;
  - Have not engaged in any political activities and have properly reported any lobbying activities;
  - Have determined that all sources of revenue are related to their exempt purpose or are excluded from unrelated business income treatment, unless otherwise indicated; and
  - Have determined that any unrelated business income has been properly reported and that expenses have been allocated on a reasonable basis.
- In regards to the FORM 990 tax return preparation services performed by you, we have:
  - Made all management decisions and performed all management functions.
  - Designated an individual with suitable skill, knowledge, or experience to oversee the services.
  - Evaluated the adequacy and results of the services performed.
  - Accepted responsibility for the results of the services.
- We acknowledge our responsibility for presenting the Consolidated Schedule of Functional Expenses in accordance with U.S. GAAP, and we believe the Consolidated Schedule of Functional Expenses, including its form and content, is fairly presented in accordance with U.S. GAAP. The methods of measurement and presentation of the Consolidated Schedule of Functional Expenses have not changed from those used in the prior period, and we have disclosed to you any significant assumptions or interpretations underlying the measurement and presentation of the supplementary information.

  
 Robert M. Lander, President and CEO

Date

12/11/13

  
 Julie Hart, Vice President & CFO

Date

12/11/13

**AUSTIN CONVENTION AND  
VISITORS BUREAU**

**Consolidated Financial Statements  
as of and for the Years Ended  
September 30, 2015 and 2014 and  
Independent Auditors' Report**

MAXWELL  
& LOCKE  
RITTER

# **AUSTIN CONVENTION AND VISITORS BUREAU**

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## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the accompanying consolidated financial statements of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission, (nonprofit organizations) (collectively, "ACVB"), which comprise the consolidated statements of financial position as of September 30, 2015 and 2014, and the related consolidated statements of activities and cash flows for the years then ended, and the related notes to the consolidated financial statements.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditors' Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

Affiliated Company

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We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of ACVB as of September 30, 2015 and 2014, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### **Report on Supplementary Information**

Our audits were conducted for the purpose of forming an opinion on the consolidated financial statements as a whole. The accompanying consolidated schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the consolidated financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the consolidated financial statements. The information has been subjected to the auditing procedures applied in the audit of the consolidated financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the consolidated financial statements or to the consolidated financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the supplemental information is fairly stated in all material respects in relation to the consolidated financial statements as a whole.

*Maxwell Locke + Ritter LLP*

Austin, Texas  
December 10, 2015



# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2015 AND 2014

|                                   | 2015                | 2014                |
|-----------------------------------|---------------------|---------------------|
| <b>ASSETS</b>                     |                     |                     |
| <b>CURRENT ASSETS:</b>            |                     |                     |
| Cash and cash equivalents         | \$ 4,065,823        | \$ 3,277,226        |
| Marketable investments            | 360,005             | 313,040             |
| Accounts receivable               | 1,402,087           | 1,024,265           |
| Inventory                         | 257,814             | 262,746             |
| Prepaid expenses                  | 357,158             | 224,003             |
| Security deposits                 | 59,585              | 25,420              |
| Total current assets              | 6,502,472           | 5,126,700           |
| PROPERTY AND EQUIPMENT, net       | 1,361,355           | 1,102,515           |
| <b>TOTAL</b>                      | <b>\$ 7,863,827</b> | <b>\$ 6,229,215</b> |
| <b>LIABILITIES AND NET ASSETS</b> |                     |                     |
| <b>CURRENT LIABILITIES:</b>       |                     |                     |
| Accounts payable                  | \$ 394,929          | \$ 212,991          |
| Accrued expenses                  | 482,045             | 474,197             |
| Heritage grants payable           | 371,635             | 315,296             |
| Deferred revenue                  | -                   | 9,250               |
| Current portion of long-term debt | 101,577             | 96,432              |
| Total current liabilities         | 1,350,186           | 1,108,166           |
| LONG-TERM DEBT                    | 573,532             | 658,623             |
| DEFERRED RENT                     | 145,446             | 15,276              |
| DEFERRED COMPENSATION             | 324,603             | 293,454             |
| Total liabilities                 | 2,393,767           | 2,075,519           |
| <b>NET ASSETS:</b>                |                     |                     |
| Unrestricted                      | 5,465,685           | 4,149,321           |
| Temporarily restricted            | 4,375               | 4,375               |
| Total net assets                  | 5,470,060           | 4,153,696           |
| <b>TOTAL</b>                      | <b>\$ 7,863,827</b> | <b>\$ 6,229,215</b> |

See notes to consolidated financial statements.



# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF ACTIVITIES YEARS ENDED SEPTEMBER 30, 2015 AND 2014

|   | 2015                | 2014                |
|---|---------------------|---------------------|
| <b>CHANGE IN UNRESTRICTED NET ASSETS:</b>   |                     |                     |
| Revenues:   |                     |                     |
| Revenue from the City of Austin   | \$ 12,410,510       | \$ 11,032,841       |
| Sponsorships  | 662,752             | 345,289             |
| In-kind contributions and donated services  | 651,566             | 758,053             |
| Merchandise sales, net of<br>cost of sales of \$873,339 and \$744,276, respectively | 301,665             | 243,023             |
| Housing and registration services   | 292,697             | 270,395             |
| Other revenues  | 57,391              | 51,300              |
| Total revenues  | 14,376,581          | 12,700,901          |
| Expenses:   |                     |                     |
| Programs:   |                     |                     |
| Convention sales  | 3,513,030           | 3,095,678           |
| Advertising   | 2,771,651           | 2,440,833           |
| Convention services   | 1,011,157           | 541,828             |
| Strategic partnership   | 961,366             | 1,029,461           |
| Visitors' center  | 668,879             | 561,661             |
| Marketing and communications  | 673,153             | 552,788             |
| Tourism sales   | 467,848             | 510,295             |
| Austin Sports Commission  | 343,228             | 297,067             |
| Film commission   | 232,723             | 216,098             |
| Housing   | 231,711             | 202,692             |
| Music office  | 209,850             | 176,118             |
| Heritage tourism  | 192,250             | 140,883             |
| Total program expenses  | 11,276,846          | 9,765,402           |
| Supporting services-  |                     |                     |
| Administrative  | 1,783,371           | 1,649,888           |
| Total expenses  | 13,060,217          | 11,415,290          |
| <b>CHANGE IN UNRESTRICTED NET ASSETS</b>  | 1,316,364           | 1,285,611           |
| <b>NET ASSETS, BEGINNING OF YEAR</b>  | 4,153,696           | 2,868,085           |
| <b>NET ASSETS, END OF YEAR</b>  | <u>\$ 5,470,060</u> | <u>\$ 4,153,696</u> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF CASH FLOWS YEARS ENDED SEPTEMBER 30, 2015 AND 2014

|   | 2015                | 2014                |
|---|---------------------|---------------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>  |                     |                     |
| Change in net assets  | \$ 1,316,364        | \$ 1,285,611        |
| Adjustments to reconcile change in net assets to net cash provided by operating activities: |                     |                     |
| Depreciation and amortization   | 192,451             | 121,144             |
| Loss on the disposal of property and equipment  | 4,004               | -                   |
| Unrealized gain on marketable investments   | (46,965)            | (36,693)            |
| Changes in operating assets and liabilities that provided (used) cash:                      |                     |                     |
| Accounts receivable   | (377,822)           | 168,237             |
| Inventory   | 4,932               | (68,565)            |
| Prepaid expenses  | (133,155)           | 58,782              |
| Security deposits   | (34,165)            | (3,462)             |
| Accounts payable  | 181,938             | 61,872              |
| Accrued expenses  | 7,848               | 140,755             |
| Heritage grants payable   | 56,339              | (36,853)            |
| Deferred revenue  | (9,250)             | (2,500)             |
| Deferred rent   | 130,170             | (30,549)            |
| Deferred compensation   | 31,149              | 34,163              |
| Net cash provided by operating activities   | 1,323,838           | 1,691,942           |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES-</b>  |                     |                     |
| Purchases of property and equipment   | (455,295)           | (1,079,733)         |
| <b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>  |                     |                     |
| Borrowings on long-term debt  | -                   | 733,482             |
| Payments on long-term debt  | (79,946)            | (5,772)             |
| Net cash (used in) provided by financing activities   | (79,946)            | 727,710             |
| <b>NET CHANGE IN CASH AND CASH EQUIVALENTS</b>  | 788,597             | 1,339,919           |
| <b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>   | 3,277,226           | 1,937,307           |
| <b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>   | <u>\$ 4,065,823</u> | <u>\$ 3,277,226</u> |
| <b>SUPPLEMENTAL DISCLOSURE-</b>   |                     |                     |
| Cash paid for interest  | <u>\$ 39,472</u>    | <u>\$ 12,931</u>    |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## NOTES TO CONSOLIDATED FINANCIAL STATEMENTS YEARS ENDED SEPTEMBER 30, 2015 AND 2014

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### 1. ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

**Nature of Organization** - The Austin Convention and Visitors Bureau (the "Bureau") is a private, 501(c)(6) corporation. The Bureau is charged with marketing Austin nationally and internationally as a premier business and leisure destination, thus enriching the community's overall quality of life. The Bureau's Sales department actively pursues meetings and conventions to choose Austin for their events. This is done by attending trade shows, conducting sales missions and client events and by direct sale to clients. To support conventions that are in town, Convention Services provides meeting and convention organizers with the services and information that they need to meet successfully in Austin. Additionally, they assist in providing housing services for groups and temporary registration and welcome staff. The Tourism Sales department works with tour companies, both domestically and internationally, to have Austin included on their itineraries. Marketing and Communications coordinates a robust print, online and experiential advertising campaign for Austin, in addition to managing a full suite of interactive tools for visitors. They also work with media to create press coverage of the area. The Film Commission actively works with location scouts to find appropriate filming locations in Austin. Additionally, they act as a liaison between film makers and the local film industry. The Music Office promotes Austin music domestically and internationally, they also work as a liaison between Austin musicians and convention planners who book local musicians to provide entertainment for their events. The Austin Visitors' Center provides an "on ground" presence to provide services to visitors in Austin in addition to running a robust retail store to showcase Austin merchandise.

The Austin Sports Commission (the "Commission"), an affiliate of the Bureau, was formed on June 26, 2006, for the purpose of promoting, expanding, and retaining professional and amateur sporting events in the Greater Austin Area. The Executive Committee of the Bureau has the power to make, alter, amend, and repeal the bylaws of the Commission. In addition, the Executive Committee of the Bureau controls the appointment of the Board of Directors of the Commission. Also, the Bureau is responsible for the liabilities of the Commission. Consolidation of the Commission by the Bureau is required as the Bureau has both control over and an economic interest in the Commission. The consolidated financial statements include the accounts of the Bureau and the Commission (collectively, "ACVB"). All significant inter-company transactions and balances have been eliminated in consolidation.

**Basis of Presentation** - The consolidated financial statements are presented in accordance with generally accepted accounting principles in the United States of America ("U.S. GAAP") as defined by the Financial Accounting Standards Board ("FASB") Accounting Standards Codification ("ASC"). Under the accrual basis of accounting, revenue is recognized when earned regardless of when collected, and expenses are recognized when the obligation is incurred regardless of when paid.

Net assets, revenues and expenses are classified based on the existence or absence of donor imposed restrictions. Accordingly, net assets of ACVB and changes therein are classified as follows:

**Unrestricted** - These types of net assets are not subject to donor-imposed stipulations. Expenses are reported as decreases in unrestricted net assets. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in unrestricted net assets unless their use is restricted by explicit donor stipulation or by law. All contributions are considered to be available for unrestricted use unless specifically restricted by a donor.

**Temporarily Restricted** - These types of net assets are subject to donor imposed stipulations, which limit their use by ACVB to a specific purpose and/or the passage of time. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the consolidated statements of activities as net assets released from restrictions. Donor imposed restrictions that are met within the same reporting period of the contribution are reported as unrestricted support. Temporarily restricted net assets of \$4,375 were restricted for the Restore Austin Fund as of September 30, 2015 and 2014.

**Permanently Restricted** - These types of net assets are not currently available for use in the operations of ACVB and their limitations neither expire by passage of time nor can be fulfilled or otherwise removed by actions of ACVB. ACVB has not received any permanently restricted contributions to date as of September 30, 2015.

**Use of Estimates** - The preparation of consolidated financial statements in accordance with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts and disclosures. Accordingly, actual results could differ from these estimates.

**Cash and Cash Equivalents** - ACVB considers all highly liquid investments with an original maturity of three months or less when purchased to be cash equivalents.

**Fair Value Measurements** - Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Fair value accounting requires characterization of the inputs used to measure fair value into a three-level fair value hierarchy as follows:

Level 1 - Inputs based on quoted prices in active markets for identical assets or liabilities. An active market is a market in which transactions occur with sufficient frequency and volume to provide pricing information on an ongoing basis.

Level 2 - Observable inputs that reflect the assumptions market participants would use in pricing the asset or liability developed based on market data obtained from sources independent from the entity.

Level 3 - Unobservable inputs that reflect the entity's own assumptions about the assumptions market participants would use in pricing the asset or liability developed based on the best information available.

There are three general valuation techniques that may be used to measure fair value: 1) market approach - uses prices generated by market transactions involving identical or comparable assets or liabilities, 2) cost approach - uses the amount that currently would be required to replace the service capacity of an asset (replacement cost), and 3) income approach - uses valuation techniques to convert future amounts to present amounts based on current market expectations.

**Marketable Investments** - Marketable investments consist of publicly traded stock and variable annuity funds and are carried at fair market value based on quoted market prices. Any changes in market value are reported in other revenue in the consolidated statements of activities. All marketable investments were measured at fair value using the market approach. Variable annuity funds are intended to fund the deferred compensation liability in future years.

**Accounts Receivable** - Accounts receivable are recorded at the value of the revenue earned and generally require payment within thirty days. Receivable balances over thirty days old are considered delinquent and management begins collection efforts at that time. Delinquent invoices do not accrue interest. ACVB continually monitors the credit worthiness of each account and recognizes allowances for estimated bad debt on accounts that are no longer estimated to be collectible. ACVB regularly adjusts any allowance for subsequent collections and final determination that a balance is no longer collectible. ACVB had no allowance for bad debt as of September 30, 2015 or 2014, as management deemed all outstanding balances to be collectible.

**Inventory** - Inventory is valued at the lower of cost (first-in first-out retail method) or market. Inventory includes purchased promotional items and visitor center merchandise classified as finished goods. Management estimates a reserve for obsolete inventory based on a review of specific inventory items at risk for obsolescence. No obsolescence reserve was considered necessary as of September 30, 2015 or 2014.

**Property and Equipment** - Property and equipment are recorded at cost if purchased or at fair value if donated. ACVB capitalizes all acquisitions of property and equipment in excess of \$1,000 with a useful life of three or more years. Gains and losses on disposals of property and equipment are recognized during the year of disposition in the consolidated statement of activities. Depreciation and amortization is computed using the straight-line method over the estimated useful lives of the assets, ranging from 5 to 7 years for office equipment and vehicles, or the lesser of the useful life or term of the lease for leasehold improvements, ranging from 10 - 17 years.

**Impairment of Long-Lived Assets** - Long-lived assets are reviewed for impairment whenever events or circumstances indicate that the amount recorded may not be recoverable. An impairment loss is recognized by the amount in which the carrying amount of the asset exceeds fair value, if the carrying amount of the asset is not recoverable. No impairment losses have been recognized during the years ended September 30, 2015 or 2014.

**Heritage Grants** - Grants are provided to assist organizations in preserving historic properties that are proven tourism attractions, or are located in areas that are frequented by tourists. Nonprofits are the only organizations eligible to receive these grant funds.



**Deferred Compensation** - ACVB has a tax exempt 457(b) deferred compensation plan under which two highly compensated key employees are eligible to participate - one active employee and one former employee. Amounts deferred under the plan by participants are invested by ACVB through the designation of an administrator, but the investments are directed by the participants. All amounts deferred under the plan by participants, all property and rights purchased with these amounts, and all income attributable are the sole property of ACVB and fully subject to claims by ACVB's general creditors. Participants are eligible to receive distributions under the plan upon severance from employment, an unforeseeable emergency or the election of a small balance distribution.

**Revenue from the City of Austin** - ACVB receives substantially all of its revenue from the City of Austin (the "City") under an agreement to perform certain services related to its stated purpose in exchange for a percentage of hotel occupancy tax revenue that is collected by the City. The payments are subject to annual appropriation by the City and the ability of the City to collect such tax proceeds. The current agreement with the City expires on September 30, 2016 with an option to renew for an additional five-year term. Revenues are considered earned when the City earns hotel occupancy tax revenues. Revenues earned but not received in cash are recorded as accounts receivable.

**In-kind Contributions** - Contributions of tangible assets are recognized at fair value when received. The amounts reflected in the consolidated financial statements as in-kind contributions are offset by equal amounts included in expenses or additions to property and equipment.

**Donated Services** - Contributions of services are recognized at their estimated fair market value if the services received create or enhance nonfinancial assets or require specialized skills, are provided by individuals possessing these skills, and would typically need to be purchased if not provided by donation. The amounts included in the consolidated financial statements as donated services are offset by equal amounts included in expenses.

**Advertising Costs** - ACVB expenses advertising costs as incurred. Total advertising expense for the years ended September 30, 2015 and 2014, was \$2,771,651 and \$2,440,833, respectively.

**Functional Allocation of Expenses** - The majority of expenses can generally be identified with the program or supporting service to which they relate and are charged accordingly. Other expenses are allocated by function to components of these services based on allocation factors determined by management.

**Concentration of Credit Risk** - Financial instruments that potentially subject ACVB to credit risk consist of cash and cash equivalents, marketable investments and accounts receivable. ACVB places its cash and cash equivalents with a limited number of high quality financial institutions and may exceed the amount of insurance provided on such deposits.

Marketable investments are exposed to various risks, such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the near-term could materially affect the amounts reported in the consolidated statements of financial position.

The City accounted for 94% and 99% of gross accounts receivable as of September 30, 2015 and 2014, respectively. The City accounted for 86% and 87% of total revenues for the years ended September 30, 2015 and 2014, respectively. ACVB generally does not maintain collateral for its accounts receivable and management does not believe a significant risk exists.

**Income Taxes** - The Bureau and the Commission are both nonprofit corporations that are exempt from federal income taxes under Section 501(c)(6) of the Internal Revenue Code, except to the extent of any unrelated business income. The Bureau and the Commission did not incur any significant tax liabilities due to unrelated business income during the years ended September 30, 2015 or 2014. The Bureau and the Commission file a Form 990 tax return in the U.S. federal jurisdiction and are subject to routine examinations of their returns; however, there are no examinations currently in progress. The fiscal year 2012 and subsequent tax years remain subject to examination by the Internal Revenue Service.

**Recently Issued Accounting Pronouncements** - In May 2014 and August 2015, the FASB issued Accounting Standards Update ("ASU") No. 2014-09 and No. 2015-14, *Revenue from Contracts with Customers*, which supersede the revenue recognition requirements in ASC 605, *Revenue Recognition*, and most industry-specific guidance included in the ASC. The standard requires entities to recognize revenue in a way that depicts the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled to in exchange for those goods or services. The standard is effective retrospectively for fiscal years beginning after December 15, 2018 and early adoption is permitted. ACVB is currently evaluating the impact the new standard will have on its consolidated financial statements.

In August 2014, the FASB issued ASU No. 2014-15, *Presentation of Financial Statements - Going Concern*, which provides guidance about management's responsibility to evaluate on an annual basis whether there is substantial doubt about an entity's ability to continue as a going concern within one year after the date that the financial statements are available to be issued and to provide certain related footnote disclosures. The standard is effective for fiscal years ending after December 15, 2016, and due to the change in requirements for reporting, presentation and disclosure of future evaluations of the entity's ability to continue as a going concern may be different than under current standards.

## 2. MARKETABLE INVESTMENTS

Marketable investment fair values were as follows at September 30, 2015:

|                              | Fair Value        | Fair Value Measurements Using:   |   |  |
|------------------------------|-------------------|--|---|--|
|                              |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets<br>(Level 1) | Significant<br>Other<br>Observable<br>Inputs<br>(Level 2) | Significant<br>Unobservable<br>Inputs<br>(Level 3) |
| Variable annuity funds       | \$ 324,603        | \$ -   | \$ 324,603  | \$ -   |
| Publicly traded stocks       | 35,402            | 35,402   | -   | -  |
| Total marketable investments | <u>\$ 360,005</u> | <u>\$ 35,402</u>   | <u>\$ 324,603</u>   | <u>\$ -</u>  |

Marketable investment fair values were as follows at September 30, 2014:

|                              | Fair Value        | Fair Value Measurements Using:   |   |  |
|------------------------------|-------------------|--|---|--|
|                              |                   | Quoted Prices<br>in Active<br>Markets for<br>Identical Assets<br>(Level 1) | Significant<br>Other<br>Observable<br>Inputs<br>(Level 2) | Significant<br>Unobservable<br>Inputs<br>(Level 3) |
| Variable annuity funds       | \$ 293,454        | \$ -   | \$ 293,454  | \$ -   |
| Publicly traded stocks       | 19,586            | 19,586   | -   | -  |
| Total marketable investments | <u>\$ 313,040</u> | <u>\$ 19,586</u>   | <u>\$ 293,454</u>   | <u>\$ -</u>  |

### 3. PROPERTY AND EQUIPMENT

Property and equipment was comprised of the following at September 30:

|   | 2015                | 2014                |
|---|---------------------|---------------------|
| Office equipment                          | \$ 620,981          | \$ 668,247          |
| Leasehold improvements                    | 1,212,345           | 999,978             |
| Vehicle                                   | 35,648              | 35,648              |
|   | <u>1,868,974</u>    | <u>1,703,873</u>    |
| Accumulated depreciation and amortization | (507,619)           | (601,358)           |
| Property and equipment, net               | <u>\$ 1,361,355</u> | <u>\$ 1,102,515</u> |

### 4. LONG-TERM DEBT

In March 2013, ACVB entered into a note payable for the purchase of a vehicle. The note payable is collateralized by the vehicle purchased, with principal and interest payments due monthly accruing interest at 2.9% and matures on March 1, 2018.

In December 2013, ACVB borrowed \$733,482 under a promissory note payable (the "promissory note") to finance the construction of leasehold improvements for a new visitors' center. The promissory note is collateralized by substantially all of ACVB's assets and accrues interest at 3.5%. Interest only payments were due monthly through September 2014. In October 2014, payments of principal and interest were due through the maturity date in September 2021. The promissory note agreement contains a financial covenant to maintain a debt service coverage, as defined in the promissory note.



Required principal payments on long-term debt obligations at September 30, 2015 were as follows for the years ended September 30:

|            |                   |
|------------|-------------------|
| 2016       | \$ 101,577        |
| 2017       | 110,943           |
| 2018       | 114,856           |
| 2019       | 115,631           |
| 2020       | 116,409           |
| Thereafter | <u>115,693</u>    |
| Total      | <u>\$ 675,109</u> |

## 5. COMMITMENTS

ACVB has non-cancelable operating leases related to office facilities and a visitor center. Total rental expense, including operating costs, for the years ended September 30, 2015 and 2014, was \$530,496 and \$421,664, respectively. Future minimum lease payments under operating leases at September 30, 2015 were as follows for the years ended September 30:

|                              |                     |
|------------------------------|---------------------|
| 2016                         | \$ 428,674          |
| 2017                         | 440,287             |
| 2018                         | 452,186             |
| 2019                         | 467,669             |
| 2020                         | 483,489             |
| Thereafter                   | <u>2,335,426</u>    |
| Total minimum lease payments | <u>\$ 4,607,731</u> |

## 6. IN-KIND CONTRIBUTIONS AND DONATED SERVICES

ACVB received in-kind contributions and donated services for the following programs and supporting services included in the consolidated statements of activities during the years ended September 30:

|  | <u>2015</u>       | <u>2014</u>       |
|--|-------------------|-------------------|
| Programs:  |                   |                   |
| Strategic partnership                            | \$ 522,503        | \$ 684,204        |
| Convention sales                                 | 129,063           | 67,639            |
| Visitors' center                                 | -                 | 5,330             |
| Marketing and communications                     | -                 | 880               |
| Total in-kind contributions and donated services | <u>\$ 651,566</u> | <u>\$ 758,053</u> |

In-kind contributions of tangible assets received during the years ended September 30, 2015 and 2014 were \$539,348 and \$585,733, respectively. Donated services received during the years ended September 30, 2015 and 2014 were \$112,218 and \$172,320, respectively. Services rendered were audio-visual labor, production and transportation related.

## **7. EMPLOYEE BENEFIT PLANS**

ACVB has a qualified 401(k) deferred compensation plan (the "Plan") covering all employees that have completed 1,000 hours of qualified employment, reached 21 years of age and have been employed by ACVB for at least one year. Under the Plan, ACVB matches employees' contributions under elective deferral arrangements up to a maximum of seven percent of compensation. Total employer matching contributions were \$234,742 and \$235,513, for the years ended September 30, 2015 and 2014, respectively.

## **8. SUBSEQUENT EVENTS**

ACVB has evaluated subsequent events through December 10, 2015 (the date the consolidated financial statements were available to be issued), and no events have occurred from the consolidated statement of financial position date through that date that would impact the consolidated financial statements.

## **SUPPLEMENTAL INFORMATION**

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED SCHEDULE OF FUNCTIONAL EXPENSES YEAR ENDED SEPTEMBER 30, 2015

|                               | Programs         |             |                     |                       |                  |                              |               |                          |                 |         |              |                  | Supporting Services | 2015           |                |
|-------------------------------|------------------|-------------|---------------------|-----------------------|------------------|------------------------------|---------------|--------------------------|-----------------|---------|--------------|------------------|---------------------|----------------|----------------|
|                               | Convention Sales | Advertising | Convention Services | Strategic Partnership | Visitors' Center | Marketing and Communications | Tourism Sales | Austin Sports Commission | Film Commission | Housing | Music Office | Heritage Tourism | Total               | Administrative | Total Expenses |
| Wages and salaries            | \$ 1,510,004     | 625         | 363,917             | 186,705               | 327,609          | 312,199                      | 208,415       | 155,992                  | 137,212         | 92,350  | 57,115       | -                | 3,352,143           | 885,319        | 4,237,462      |
| Project costs:                |                  |             |                     |                       |                  |                              |               |                          |                 |         |              |                  |                     |                |                |
| Trade shows                   | 216,565          | -           | 4,300               | 3,345                 | -                | 3,639                        | 63,424        | 7,978                    | 2,352           | -       | 17,537       | -                | 319,140             | 1,572          | 320,712        |
| FAMS and site visits          | 89,171           | -           | 10,366              | 7                     | -                | 8,629                        | 7,462         | 2,798                    | -               | -       | 500          | -                | 118,933             | -              | 118,933        |
| Client development            | 427,936          | 25,749      | 428,288             | 3,102                 | 32               | 11,553                       | 22,795        | 45,891                   | 2,073           | -       | 80,849       | -                | 1,048,268           | 2,323          | 1,050,591      |
| Local meetings/transportation | 9,514            | -           | 4,389               | 1,424                 | 2,208            | 1,349                        | 1,509         | 3,557                    | 388             | 7       | 2,184        | -                | 26,529              | 32,393         | 58,922         |
| Special projects              | 265,019          | 9,672       | 7,481               | 91,505                | 625              | 2,407                        | 12,572        | 26,775                   | 27,619          | -       | 22,491       | -                | 466,166             | 7,015          | 473,181        |
| Education seminars            | 28,565           | -           | 5,913               | 4,982                 | -                | 16,260                       | 2,281         | -                        | -               | -       | 762          | -                | 58,763              | 10,696         | 69,459         |
| Total Project Costs           | 1,036,770        | 35,421      | 460,737             | 104,365               | 2,865            | 43,837                       | 110,043       | 86,999                   | 32,432          | 7       | 124,323      | -                | 2,037,799           | 53,999         | 2,091,798      |
| Employee benefits             | 389,700          | -           | 87,221              | 48,932                | 97,323           | 95,727                       | 47,359        | 35,290                   | 34,404          | 26,206  | 17,044       | -                | 879,206             | 284,327        | 1,163,533      |
| Media placement               | -                | 1,884,520   | -                   | -                     | -                | -                            | -             | 95                       | -               | -       | -            | -                | 1,884,615           | -              | 1,884,615      |
| Contracts                     | 15,233           | -           | 3,118               | 2,287                 | -                | 3,751                        | 1,833         | 1,626                    | 787             | 884     | 503          | -                | 30,022              | 18,976         | 48,998         |
| Production costs              | -                | 835,112     | 19,491              | 103                   | -                | -                            | -             | -                        | -               | -       | -            | -                | 854,706             | -              | 854,706        |
| Rent and utilities            | 201,844          | -           | 37,156              | 26,112                | 76,781           | 47,740                       | 20,942        | 19,022                   | 8,994           | 10,080  | 7,075        | -                | 455,746             | 77,928         | 533,674        |
| Donated services              | 120,133          | -           | 8,930               | 522,503               | -                | -                            | -             | -                        | -               | -       | -            | -                | 651,566             | -              | 651,566        |
| Heritage grants               | -                | -           | -                   | -                     | -                | -                            | -             | -                        | -               | -       | -            | 192,250          | 192,250             | -              | 192,250        |
| Depreciation and amortization | -                | -           | -                   | -                     | -                | -                            | -             | -                        | -               | -       | -            | -                | -                   | 192,451        | 192,451        |
| Research                      | 59,446           | -           | -                   | -                     | -                | 50,173                       | 221           | -                        | -               | -       | -            | -                | 109,840             | -              | 109,840        |
| Office supplies               | 13,905           | -           | 3,079               | 1,422                 | 14,465           | 2,151                        | 877           | 1,149                    | 852             | 381     | 336          | -                | 38,617              | 16,197         | 54,814         |
| Information technology        | 51,824           | -           | 9,464               | 5,853                 | 20,207           | 20,236                       | 4,443         | 6,097                    | 2,628           | 4,366   | 1,260        | -                | 126,378             | 27,454         | 153,832        |
| Telephone                     | 28,259           | -           | 4,757               | 3,349                 | 9,538            | 5,408                        | 3,091         | 2,128                    | 922             | 538     | 829          | -                | 58,819              | 11,531         | 70,350         |
| Housing costs                 | -                | -           | -                   | -                     | -                | -                            | -             | -                        | -               | 95,250  | -            | -                | 95,250              | -              | 95,250         |
| Postage                       | 2,148            | -           | 1,672               | 89                    | 1,601            | 37,003                       | 23            | -                        | 24              | -       | 24           | -                | 42,584              | 2,196          | 44,780         |
| Dues and subscriptions        | 6,407            | -           | 1,597               | 102                   | 1,785            | 1,806                        | 421           | 227                      | 12              | -       | -            | -                | 12,357              | 5,925          | 18,282         |
| Contract services             | 22,835           | -           | 3,380               | 974                   | 379              | 2,949                        | 67,157        | 3,981                    | 12,908          | -       | 195          | -                | 114,758             | 14,752         | 129,510        |
| Insurance                     | -                | 8,245       | 1,000               | 54,980                | -                | 16,000                       | -             | -                        | -               | -       | -            | -                | 80,225              | 108,000        | 188,225        |
| Professional fees             | 19,863           | -           | 3,917               | 2,982                 | 3,373            | 4,645                        | 2,463         | 2,113                    | 1,109           | 1,158   | 757          | -                | 42,380              | 10,284         | 52,664         |
| Bank and credit card fees     | 4,383            | -           | 1,201               | 580                   | 2,198            | 1,300                        | 537           | 28,489                   | 429             | 480     | 383          | -                | 39,980              | 33,994         | 73,974         |
| Interest                      | -                | -           | -                   | -                     | 34,399           | -                            | -             | -                        | -               | -       | -            | -                | 34,399              | 4,029          | 38,428         |
| Collateral                    | -                | -           | -                   | -                     | 38,557           | -                            | -             | -                        | -               | -       | -            | -                | 38,557              | 915            | 39,472         |
| Fulfillment costs             | 3,385            | 6,512       | 482                 | -                     | 26,476           | -                            | -             | -                        | -               | -       | -            | -                | 36,855              | -              | 36,855         |
| Delivery                      | -                | -           | -                   | -                     | -                | 21,287                       | -             | -                        | -               | -       | -            | -                | 21,287              | -              | 21,287         |
| Printing and typesetting      | -                | -           | -                   | -                     | -                | 6,875                        | -             | -                        | -               | -       | -            | -                | 6,875               | 1,200          | 8,075          |
| Taxes                         | 20               | -           | -                   | -                     | 16               | -                            | -             | -                        | -               | -       | -            | -                | 36                  | 2,102          | 2,138          |
| Maintenance contracts         | 26,288           | -           | -                   | -                     | 754              | -                            | -             | -                        | -               | -       | -            | -                | 27,042              | 2,656          | 29,698         |
| Repairs and maintenance       | 345              | 1,216       | 38                  | 28                    | 10,078           | 106                          | 23            | 20                       | 10              | 11      | 6            | -                | 11,881              | 3,561          | 15,442         |
| Office relocation expense     | -                | -           | -                   | -                     | -                | -                            | -             | -                        | -               | -       | -            | -                | -                   | 24,103         | 24,103         |
| Miscellaneous                 | 238              | -           | -                   | -                     | 475              | (40)                         | -             | -                        | -               | -       | -            | -                | 673                 | 1,472          | 2,145          |
|                               | \$ 3,513,030     | 2,771,651   | 1,011,157           | 961,366               | 668,879          | 673,153                      | 467,848       | 343,228                  | 232,723         | 231,711 | 209,858      | 192,250          | 11,276,846          | 1,783,371      | 13,060,217     |



**AUSTIN CONVENTION AND  
VISITORS BUREAU**

**Consolidated Financial Statements  
as of and for the Years Ended  
September 30, 2016 and 2015 and  
Independent Auditors' Report**

MAXWELL  
& LOCKE  
RITTER

# **AUSTIN CONVENTION AND VISITORS BUREAU**

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## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of  
Austin Convention and Visitors Bureau:

We have audited the accompanying consolidated financial statements of Austin Convention and Visitors Bureau and its affiliate, Austin Sports Commission, (nonprofit organizations) (collectively, "ACVB"), which comprise the consolidated statements of financial position as of September 30, 2016 and 2015, and the related consolidated statements of activities and cash flows for the years then ended, and the related notes to the consolidated financial statements.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditors' Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

Affiliated Company  
ML&R WEALTH MANAGEMENT LLC

A Registered Investment Advisor  
This firm is not a CPA firm



We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of ACVB as of September 30, 2016 and 2015, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### **Report on Supplementary Information**

Our audits were conducted for the purpose of forming an opinion on the consolidated financial statements as a whole. The accompanying consolidated schedule of functional expenses is presented for purposes of additional analysis and is not a required part of the consolidated financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the consolidated financial statements. The information has been subjected to the auditing procedures applied in the audit of the consolidated financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the consolidated financial statements or to the consolidated financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the consolidated financial statements as a whole.

### **Changes in Accounting Principles**

As discussed in Note 2 to the financial statements, ACVB changed its method of accounting for inventory in fiscal 2016 as required by the provisions of Financial Accounting Standards Board Accounting Standards Update No. 2015-11. Our opinion is not modified with respect to this matter.

*Maxwell Locke + Ritter LLP*

Austin, Texas  
December 5, 2016

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2016 AND 2015

|   | 2016                 | 2015                |
|---|----------------------|---------------------|
| <b>ASSETS</b>                           |                      |                     |
| <b>CURRENT ASSETS:</b>                  |                      |                     |
| Cash and cash equivalents               | \$ 5,645,637         | \$ 4,065,823        |
| Accounts receivable                     | 2,197,063            | 1,402,087           |
| Inventory                               | 265,225              | 257,814             |
| Prepaid expenses                        | 315,341              | 357,158             |
| Security deposits                       | 58,785               | 59,585              |
| Total current assets                    | 8,482,051            | 6,142,467           |
| MARKETABLE INVESTMENTS                  | 411,253              | 360,005             |
| PROPERTY AND EQUIPMENT, net             | 1,311,840            | 1,361,355           |
| <b>TOTAL ASSETS</b>                     | <b>\$ 10,205,144</b> | <b>\$ 7,863,827</b> |
| <b>LIABILITIES AND NET ASSETS</b>       |                      |                     |
| <b>CURRENT LIABILITIES:</b>             |                      |                     |
| Accounts payable                        | \$ 508,072           | \$ 394,929          |
| Accrued expenses                        | 463,790              | 482,045             |
| Heritage grants payable                 | 461,140              | 371,635             |
| Deferred revenue                        | 199,999              | -                   |
| Current portion of long-term debt       | 107,182              | 101,577             |
| Total current liabilities               | 1,740,183            | 1,350,186           |
| LONG-TERM DEBT, net of current portion  | 466,335              | 573,532             |
| DEFERRED RENT                           | 183,846              | 145,446             |
| DEFERRED COMPENSATION                   | 411,253              | 324,603             |
| Total liabilities                       | 2,801,617            | 2,393,767           |
| <b>NET ASSETS:</b>                      |                      |                     |
| Unrestricted                            | 7,399,152            | 5,465,685           |
| Temporarily restricted                  | 4,375                | 4,375               |
| Total net assets                        | 7,403,527            | 5,470,060           |
| <b>TOTAL LIABILITIES AND NET ASSETS</b> | <b>\$ 10,205,144</b> | <b>\$ 7,863,827</b> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF ACTIVITIES YEARS ENDED SEPTEMBER 30, 2016 AND 2015

|   | 2016                | 2015                |
|---|---------------------|---------------------|
| <b>CHANGE IN UNRESTRICTED NET ASSETS:</b>   |                     |                     |
| Revenues:   |                     |                     |
| Revenue from the City of Austin   | \$ 14,473,733       | \$ 12,410,510       |
| In-kind contributions and donated services  | 1,520,902           | 651,566             |
| Sponsorships  | 760,568             | 662,752             |
| Housing and registration services   | 364,879             | 292,697             |
| Merchandise sales, net of<br>cost of sales of \$890,135 and \$873,339, respectively | 339,953             | 301,665             |
| Other revenues  | 80,135              | 57,391              |
| Total revenues  | 17,540,170          | 14,376,581          |
| Expenses:   |                     |                     |
| Programs:   |                     |                     |
| Convention sales  | 3,853,926           | 3,513,030           |
| Advertising   | 3,356,903           | 2,771,651           |
| Strategic partnership   | 1,883,489           | 961,366             |
| Convention services   | 945,031             | 1,011,157           |
| Marketing and communications  | 837,214             | 673,153             |
| Visitors' center  | 695,285             | 668,879             |
| Tourism sales   | 495,840             | 467,848             |
| Austin Sports Commission  | 425,873             | 343,228             |
| Housing   | 252,941             | 231,711             |
| Heritage tourism  | 199,000             | 192,250             |
| Music office  | 194,590             | 209,850             |
| Film commission   | 159,440             | 232,723             |
| Total program expenses  | 13,299,532          | 11,276,846          |
| Supporting services-  |                     |                     |
| Administrative  | 2,307,171           | 1,783,371           |
| Total expenses  | 15,606,703          | 13,060,217          |
| <b>CHANGE IN UNRESTRICTED NET ASSETS</b>  | 1,933,467           | 1,316,364           |
| <b>NET ASSETS, beginning of year</b>  | 5,470,060           | 4,153,696           |
| <b>NET ASSETS, end of year</b>  | <u>\$ 7,403,527</u> | <u>\$ 5,470,060</u> |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED STATEMENTS OF CASH FLOWS YEARS ENDED SEPTEMBER 30, 2016 AND 2015

|   | 2016                | 2015                |
|---|---------------------|---------------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>  |                     |                     |
| Change in net assets  | \$ 1,933,467        | \$ 1,316,364        |
| Adjustments to reconcile change in net assets to net cash provided by operating activities: |                     |                     |
| Depreciation and amortization   | 227,535             | 192,451             |
| (Gain) loss on the disposal of property and equipment                                       | (13,766)            | 4,004               |
| Unrealized gain on marketable investments   | (51,248)            | (46,965)            |
| Changes in operating assets and liabilities that provided (used) cash:                      |                     |                     |
| Accounts receivable   | (794,976)           | (377,822)           |
| Inventory   | (7,411)             | 4,932               |
| Prepaid expenses  | 41,817              | (133,155)           |
| Security deposits   | 800                 | (34,165)            |
| Accounts payable  | 113,143             | 181,938             |
| Accrued expenses  | (18,255)            | 7,848               |
| Heritage grants payable   | 89,505              | 56,339              |
| Deferred revenue  | 199,999             | (9,250)             |
| Deferred rent   | 38,400              | 130,170             |
| Deferred compensation   | 86,650              | 31,149              |
| Net cash provided by operating activities   | 1,845,660           | 1,323,838           |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>  |                     |                     |
| Purchases of property and equipment   | (178,020)           | (455,295)           |
| Proceeds from sale of property and equipment  | 13,766              | -                   |
| Net cash used in investing activities   | (164,254)           | (455,295)           |
| <b>CASH FLOWS FROM FINANCING ACTIVITIES-</b>  |                     |                     |
| Payments on long-term debt  | (101,592)           | (79,946)            |
| <b>NET CHANGE IN CASH AND CASH EQUIVALENTS</b>  | 1,579,814           | 788,597             |
| <b>CASH AND CASH EQUIVALENTS, beginning of year</b>   | 4,065,823           | 3,277,226           |
| <b>CASH AND CASH EQUIVALENTS, end of year</b>   | <u>\$ 5,645,637</u> | <u>\$ 4,065,823</u> |
| <b>SUPPLEMENTAL DISCLOSURE-</b>   |                     |                     |
| Cash paid for interest  | <u>\$ 34,003</u>    | <u>\$ 39,472</u>    |

See notes to consolidated financial statements.

# AUSTIN CONVENTION AND VISITORS BUREAU

## NOTES TO CONSOLIDATED FINANCIAL STATEMENTS YEARS ENDED SEPTEMBER 30, 2016 AND 2015

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### 1. ORGANIZATION

The Austin Convention and Visitors Bureau (the “Bureau”) is a private, 501(c)(6) corporation. The Bureau is charged with marketing Austin internationally as a premier business and leisure destination, thus enriching the community’s overall quality of life. The Bureau’s Sales department actively pursues meetings and conventions to choose Austin for their events. This is done by attending trade shows, conducting sales missions and client events, and by direct sales to clients. To support conventions that are in town, Convention Services provides meeting and convention organizers with the services and information that they need to meet successfully in Austin. Additionally, they assist in providing housing services for groups and temporary registration and welcome staff. The Tourism Sales department works with tour companies, both domestically and internationally, to have Austin included on their itineraries. Marketing and Communications coordinates a robust print, online and experiential advertising campaign for Austin, in addition to managing a full suite of interactive tools for visitors. They also work with media to create press coverage of the area. The Film Commission actively works with location scouts to find appropriate filming locations in Austin. Additionally, they act as a liaison between film makers and the local film industry. The Music Office promotes Austin music domestically and internationally, and works as a liaison between Austin musicians and convention planners who book local musicians to provide entertainment for their events. The Austin Visitors’ Center provides an “on ground” presence for services to visitors in Austin, in addition to running a robust retail store to showcase Austin merchandise.

The Austin Sports Commission (the “Commission”), an affiliate of the Bureau, was formed on June 26, 2006 for the purpose of promoting, expanding, and retaining professional and amateur sporting events in the Greater Austin Area. The Executive Committee of the Bureau has the power to make, alter, amend, and repeal the bylaws of the Commission and controls the appointment of the Board of Directors of the Commission. Also, the Bureau is responsible for the liabilities of the Commission. Therefore, consolidation of the Commission by the Bureau is required as the Bureau has both control over and an economic interest in the Commission. The consolidated financial statements include the accounts of the Bureau and the Commission (collectively, “ACVB”). All significant inter-company transactions and balances have been eliminated in consolidation.

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

**Basis of Presentation** - The accompanying consolidated financial statements have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (“U.S. GAAP”) as defined by the Financial Accounting Standards Board (“FASB”) Accounting Standards Codification (“ASC”). Under the accrual basis of accounting, revenue is recognized when earned regardless of when collected, and expenses are recognized when the obligation is incurred regardless of when paid.

**Net Asset Classification** - Net assets, revenues, and expenses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of ACVB and changes therein are classified and reported as follows:

**Unrestricted** - These types of net assets are not subject to donor-imposed stipulations. Expenses are reported as decreases in unrestricted net assets. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in unrestricted net assets unless their use is restricted by explicit donor stipulation or by law. All contributions are considered to be available for unrestricted use unless specifically restricted by a donor.

**Temporarily Restricted** - These types of net assets are subject to donor-imposed stipulations, which limit their use by ACVB to a specific purpose and/or the passage of time. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the consolidated statements of activities as net assets released from restrictions. Donor imposed restrictions that are met within the same reporting period of the contribution are reported as unrestricted support. Temporarily restricted net assets of \$4,375 were restricted for the Restore Austin Fund as of September 30, 2016 and 2015.

**Permanently Restricted** - These types of net assets are not currently available for use in operations and their limitations neither expire by passage of time nor can be fulfilled or otherwise removed by actions of ACVB. ACVB has not received any permanently restricted contributions to date as of September 30, 2016.

**Use of Estimates** - The preparation of consolidated financial statements in accordance with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts and disclosures. Accordingly, actual results could differ from these estimates.

**Cash and Cash Equivalents** - ACVB considers all highly liquid investments with an original maturity of three months or less when purchased to be cash equivalents.

**Fair Value Measurements** - Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Fair value accounting requires characterization of the inputs used to measure fair value into a three-level fair value hierarchy as follows:

Level 1 - Inputs based on quoted prices in active markets for identical assets or liabilities. An active market is a market in which transactions occur with sufficient frequency and volume to provide pricing information on an ongoing basis.

Level 2 - Observable inputs that reflect the assumptions market participants would use in pricing the asset or liability developed based on market data obtained from sources independent from the entity.

Level 3 - Unobservable inputs that reflect the entity's own assumptions about the assumptions market participants would use in pricing the asset or liability developed based on the best information available.



There are three general valuation techniques that may be used to measure fair value: 1) market approach - uses prices generated by market transactions involving identical or comparable assets or liabilities, 2) cost approach - uses the amount that currently would be required to replace the service capacity of an asset (replacement cost), and 3) income approach - uses valuation techniques to convert future amounts to present amounts based on current market expectations.

**Marketable Investments** - Marketable investments are recorded in the consolidated statements of financial position at fair value. Changes in fair value are reported in other revenue in the consolidated statements of activities. All marketable investments were measured at fair value using the market approach, and are intended to fund the deferred compensation liability in future years.

**Accounts Receivable** - Accounts receivable are recorded at the value of the revenue earned and generally require payment within thirty days. Receivable balances over thirty days old are considered delinquent and management begins collection efforts at that time. Delinquent invoices do not accrue interest. ACVB continually monitors the credit worthiness of each account and recognizes allowances for estimated bad debt on accounts that are no longer estimated to be collectible. ACVB regularly adjusts any allowance for subsequent collections and final determination that a balance is no longer collectible. ACVB had no allowance for bad debt as of September 30, 2016 or 2015, as management deemed all outstanding balances to be collectible.

**Inventory** - Inventory is valued at the lower of cost or net realizable value. Inventory includes purchased promotional items and visitor center merchandise classified as finished goods. Cost includes the acquisition cost of purchased goods determined by the retail inventory method. Net realizable value is the estimated selling price less reasonably predictable costs to sell. Management estimates a reserve for obsolete inventory based on a review of specific inventory items at risk for obsolescence. No obsolescence reserve was considered necessary as of September 30, 2016 or 2015.

**Property and Equipment** - Property and equipment are recorded at cost if purchased or at fair value if donated. ACVB capitalizes all acquisitions of property and equipment in excess of \$1,000 with a useful life of three or more years. Gains and losses on disposals of property and equipment are recognized during the year of disposition in the consolidated statement of activities. Depreciation and amortization is computed using the straight-line method over the estimated useful lives of the assets, ranging from 5 to 7 years for office equipment and vehicles, or the lesser of the useful life or term of the lease for leasehold improvements, ranging from 10 - 17 years.

**Impairment of Long-Lived Assets** - Long-lived assets are reviewed for impairment whenever events or circumstances indicate that the amount recorded may not be recoverable. An impairment loss is recognized by the amount in which the carrying amount of the asset exceeds fair value, if the carrying amount of the asset is not recoverable. No impairment losses have been recognized during the years ended September 30, 2016 and 2015.

**Heritage Grants** - Heritage grants are provided to assist organizations in preserving historic properties that are proven tourism attractions, or are located in areas that are frequented by tourists. Nonprofits are the only organizations eligible to receive these grant funds.

**Deferred Compensation** - ACVB has a tax exempt 457(b) deferred compensation plan under which two highly compensated key employees are eligible to participate - one active employee and one former employee. Amounts deferred under the plan by participants are invested by ACVB through the designation of an administrator, but the investments are directed by the participants. All amounts deferred under the plan by participants, all property and rights purchased with these amounts, and all income attributable are the sole property of ACVB and fully subject to claims by ACVB's general creditors. Participants are eligible to receive distributions under the plan upon severance from employment, an unforeseeable emergency, or the election of a small balance distribution.

**Revenue from the City of Austin** - ACVB receives a substantial portion of its revenue from the City of Austin (the "City") under an agreement to perform certain services related to its stated purpose in exchange for a percentage of hotel occupancy tax revenue that is collected by the City. The payments are subject to annual appropriation by the City and the ability of the City to collect such tax proceeds. The fiscal year 2016 agreement with the City expired on September 30, 2016 and was renewed for an additional five-year term, expiring on September 30, 2021. Revenues are considered earned when the City earns hotel occupancy tax revenues. Revenues earned but not received in cash are recorded as accounts receivable.

**In-kind Contributions** - Contributions of tangible assets are recognized at fair value when received. The amounts reflected in the consolidated statements of activities as in-kind contributions are offset by equal amounts included in expenses or additions to property and equipment.

**Donated Services** - Contributions of services are recognized at their estimated fair value if the services received create or enhance nonfinancial assets or require specialized skills, are provided by individuals possessing these skills, and would typically need to be purchased if not provided by donation. The amounts included in the consolidated statements of activities as donated services are offset by equal amounts included in expenses.

**Advertising Costs** - ACVB expenses advertising costs as incurred. Advertising expense totaled \$3,356,903 and \$2,771,651 during the years ended September 30, 2016 and 2015, respectively.

**Functional Allocation of Expenses** - The majority of expenses can generally be identified with the program or supporting service to which they relate and are charged accordingly. Other expenses are allocated by function to components of these services based on allocation factors determined by management.

**Concentration of Credit Risk** - Financial instruments that potentially subject ACVB to credit risk consist of cash and cash equivalents, marketable investments, and accounts receivable. ACVB places its cash and cash equivalents with a limited number of high quality financial institutions and may exceed the amount of insurance provided on such deposits. Marketable investments are exposed to various risks, such as interest rate, market, and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the near-term could materially affect the amounts reported in the consolidated statements of financial position.

The City accounted for 90% and 94% of accounts receivable as of September 30, 2016 and 2015, respectively. The City accounted for 83% and 86% of total revenues during the years ended September 30, 2016 and 2015, respectively. ACVB generally does not maintain collateral for its accounts receivable and management does not believe a significant risk exists.



**Income Taxes** - The Bureau and the Commission are nonprofit corporations that are exempt from federal income taxes under Section 501(c)(6) of the Internal Revenue Code, except to the extent of any unrelated business income. The Bureau and the Commission did not incur any significant tax liabilities due to unrelated business income during the years ended September 30, 2016 or 2015. The Bureau and the Commission file Form 990 tax returns in the U.S. federal jurisdiction and are subject to routine examinations of their returns; however, there are no examinations currently in progress.

**Recently Issued Accounting Pronouncements** - In May 2014 and August 2015, the FASB issued Accounting Standards Updates ("ASU") No. 2014-09 and No. 2015-14, *Revenue from Contracts with Customers*, which supersede the revenue recognition requirements in ASC 605, *Revenue Recognition*, and most industry-specific guidance included in the ASC. The standard requires entities to recognize revenue in a way that depicts the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled to in exchange for those goods or services. The standard is effective retrospectively for fiscal years beginning after December 15, 2018 and early adoption is permitted. ACVB is currently evaluating the impact the new standard will have on its consolidated financial statements.

In February 2016, the FASB issued ASU No. 2016-02, *Leases (Topic 842)*, which requires the recognition of lease assets and lease liabilities by lessees for all leases, including leases previously classified as operating leases, and modifies the classification criteria and accounting for sales-type and direct financing leases by lessors. Leases continue to be classified as finance or operating leases by lessees and both classifications require the recognition of a right-of-use asset and a lease liability, initially measured at the present value of the lease payments in the statement of financial position. Interest on the lease liability and amortization of the right-of-use asset are recognized separately in the statement of activities for finance leases and as a single lease cost recognized on the straight-line basis over the lease term for operating leases. The standard is effective using a modified retrospective approach for fiscal years beginning after December 15, 2019 and early adoption is permitted. ACVB is currently evaluating the impact the standard will have on its consolidated financial statements.

In August 2016, the FASB issued ASU No. 2016-14, *Not-for-Profit Entities (Topic 958): Presentation of Financial Statements of Not-for-Profit Entities*, which requires presentation on the face of the statement of financial position amounts for two classes of net assets at the end of the period, net assets with donor restrictions and net assets without donor restrictions, rather than the currently required three classes. The standard also requires the presentation on the face of the statement of activities the amount of the change in each of these two classes of net assets. The standard will no longer require the presentation or disclosure of the indirect method of reporting cash flows if an entity elects to use the direct method, however it will be required for an entity to provide enhanced disclosures about liquidity in the footnotes to the financial statements. The standard is effective for fiscal years beginning after December 15, 2017 and early adoption is permitted. ACVB is currently evaluating the impact the standard will have on its consolidated financial statements.

**Change in Accounting Principle for Recently Adopted Accounting Pronouncement** - As a result of changes in the accounting standards for inventory, inventory is measured at the lower of cost or net realizable value rather than the lower of cost or market for inventory in which cost is determined using first-in, first-out or average cost. The standard was adopted effective October 1, 2015 and the guidance was applied prospectively to inventory existing as of that date and recognized subsequent to that date. There was no effect to net assets as of September 30, 2015.

### 3. MARKETABLE INVESTMENTS

Marketable investments consisted solely of variable annuity funds as of September 30, 2016, and were measured at fair value using Level 2 inputs.

Marketable investments consisted of the following as of September 30, 2015:

|                              | Fair Value        | Fair Value Measurements Using: |                   |                   |
|------------------------------|-------------------|--------------------------------|-------------------|-------------------|
|                              |                   | Level 1<br>Inputs              | Level 2<br>Inputs | Level 3<br>Inputs |
| Variable annuity funds       | \$ 324,603        | \$ -                           | \$ 324,603        | \$ -              |
| Publicly traded stocks       | 35,402            | 35,402                         | -                 | -                 |
| Total marketable investments | <u>\$ 360,005</u> | <u>\$ 35,402</u>               | <u>\$ 324,603</u> | <u>\$ -</u>       |

### 4. PROPERTY AND EQUIPMENT

Property and equipment consisted of the following as of September 30:

|   | 2016                | 2015                |
|---|---------------------|---------------------|
| Leasehold improvements                    | \$ 1,255,288        | \$ 1,212,345        |
| Office equipment                          | 619,423             | 620,981             |
| Vehicle                                   | 35,648              | 35,648              |
|   | <u>1,910,359</u>    | <u>1,868,974</u>    |
| Accumulated depreciation and amortization | <u>(598,519)</u>    | <u>(507,619)</u>    |
| Property and equipment, net               | <u>\$ 1,311,840</u> | <u>\$ 1,361,355</u> |

### 5. LONG-TERM DEBT

In March 2013, ACVB entered into a note payable for the purchase of a vehicle. The note payable is collateralized by the vehicle purchased, with principal and interest payments due monthly accruing interest at 2.9% and matures on March 1, 2018. As of September 30, 2016 and 2015, the outstanding balance was \$9,508 and \$15,628 respectively.

In December 2013, ACVB borrowed \$733,482 under a promissory note payable (the "promissory note") to finance the construction of leasehold improvements for a new visitors' center. The promissory note is collateralized by substantially all of ACVB's assets and accrues interest at 3.5%. Interest only payments were due monthly through September 2014. In October 2014, payments of principal and interest were due through the maturity date in September 2021. The promissory note agreement contains a financial covenant to maintain a debt service coverage ratio, as defined in the promissory note. As of September 30, 2016 and 2015, the outstanding balance was \$564,009 and \$659,481 respectively.

Required principal payments on long-term debt obligations as of September 30, 2016 were as follows for the years ending September 30:

|       |                   |
|-------|-------------------|
| 2017  | \$ 107,182        |
| 2018  | 112,989           |
| 2019  | 112,423           |
| 2020  | 116,409           |
| 2021  | 124,514           |
| Total | <u>\$ 573,517</u> |

## 6. COMMITMENTS

ACVB leases office facilities and a visitor center under long-term, non-cancelable operating leases. Rental expense, including operating costs, totaled \$899,923 and \$530,496 during the years ended September 30, 2016 and 2015, respectively. Future minimum lease payments, excluding operating costs, as of September 30, 2016 were as follows for the years ending September 30:

|                              |                     |
|------------------------------|---------------------|
| 2017                         | \$ 440,287          |
| 2018                         | 452,186             |
| 2019                         | 467,669             |
| 2020                         | 483,489             |
| 2021                         | 496,480             |
| Thereafter                   | 1,838,946           |
| Total minimum lease payments | <u>\$ 4,179,057</u> |

## 7. IN-KIND CONTRIBUTIONS AND DONATED SERVICES

ACVB received in-kind contributions and donated services for the following programs and supporting services included in the consolidated statements of activities during the years ended September 30:

|  | 2016                | 2015              |
|--|---------------------|-------------------|
| Programs:  |                     |                   |
| Strategic partnership                            | \$ 1,348,313        | \$ 522,503        |
| Convention sales                                 | 163,662             | 129,063           |
| Visitors' center                                 | 8,927               | -                 |
| Total in-kind contributions and donated services | <u>\$ 1,520,902</u> | <u>\$ 651,566</u> |

In-kind contributions of tangible assets received totaled \$1,330,369 and \$539,348 during the years ended September 30, 2016 and 2015, respectively. Donated services received totaled \$190,533 and \$112,218 during the years ended September 30, 2016 and 2015, respectively. Services rendered were audio-visual labor, production and transportation related.

## **8. EMPLOYEE BENEFIT PLANS**

ACVB has a qualified 401(k) deferred compensation plan (the "Plan") covering all employees that have completed 1,000 hours of qualified employment, reached 21 years of age and have been employed by ACVB for at least one year. Under the Plan, ACVB matches employees' contributions under elective deferral arrangements up to a maximum of 7% of compensation. Employer matching contributions totaled \$243,368 and \$234,742 during the years ended September 30, 2016 and 2015, respectively.

## **9. SUBSEQUENT EVENTS**

ACVB has evaluated subsequent events through December 5, 2016 (the date the consolidated financial statements were available to be issued), and no events have occurred from the consolidated statement of financial position date through that date that would impact the consolidated financial statements.

## **SUPPLEMENTAL INFORMATION**

# AUSTIN CONVENTION AND VISITORS BUREAU

## CONSOLIDATED SCHEDULE OF FUNCTIONAL EXPENSES YEAR ENDED SEPTEMBER 30, 2016

|                               | Programs         |             |                       |                     |                              |                  |               |                          |         |                  |              |                 | Supporting Services | 2016           |                |
|-------------------------------|------------------|-------------|-----------------------|---------------------|------------------------------|------------------|---------------|--------------------------|---------|------------------|--------------|-----------------|---------------------|----------------|----------------|
|                               | Convention Sales | Advertising | Strategic Partnership | Convention Services | Marketing and Communications | Visitors' Center | Tourism Sales | Austin Sports Commission | Housing | Heritage Tourism | Music Office | Film Commission | Total               | Administrative | Total Expenses |
| Wages and salaries            | \$ 1,538,330     | -           | 165,133               | 423,606             | 382,028                      | 315,505          | 207,231       | 175,275                  | 82,774  | -                | 41,246       | 68,333          | 3,399,661           | 1,161,797      | 4,561,458      |
| Project costs:                |                  |             |                       |                     |                              |                  |               |                          |         |                  |              |                 |                     |                |                |
| Trade shows                   | 272,421          | -           | 8,900                 | 67,219              | 6,058                        | -                | 53,769        | 6,952                    | -       | -                | 38,836       | 373             | 454,528             | 565            | 455,093        |
| FAMIS and site visits         | 62,978           | -           | 395                   | 5,108               | 6,855                        | -                | 20,651        | 3,251                    | -       | -                | 166          | 142             | 99,546              | -              | 99,546         |
| Client development            | 494,622          | 1,842       | 44,275                | 203,640             | 6,365                        | 947              | 39,424        | 65,735                   | -       | -                | 78,623       | 8,669           | 946,142             | 870            | 947,012        |
| Local meetings/transportation | 13,579           | -           | 17,548                | 4,255               | 3,727                        | 5,630            | 3,500         | 2,943                    | 1,593   | -                | 3,962        | 730             | 57,467              | 58,731         | 116,198        |
| Special projects              | 204,920          | 29,789      | 85,127                | 1,766               | 2,636                        | 1,668            | 995           | 51,125                   | -       | -                | 3,500        | 24,225          | 405,751             | 11,067         | 416,818        |
| Education seminars            | 46,077           | 1,917       | 2,480                 | 5,886               | 15,919                       | 2,292            | 644           | -                        | -       | -                | -            | 390             | 75,605              | 6,732          | 82,337         |
| Total Project Costs           | 1,094,597        | 35,548      | 158,725               | 287,874             | 41,560                       | 10,537           | 118,983       | 130,006                  | 1,593   | -                | 125,087      | 34,529          | 2,039,039           | 77,965         | 2,117,004      |
| Employee benefits             | 413,273          | -           | 43,223                | 97,107              | 117,481                      | 106,590          | 48,860        | 42,460                   | 21,433  | -                | 11,139       | 19,821          | 921,387             | 386,616        | 1,308,003      |
| Media placement               | -                | 2,022,069   | -                     | -                   | -                            | -                | -             | -                        | -       | -                | -            | -               | 2,022,069           | -              | 2,022,069      |
| Contracts                     | 38,160           | 10,375      | 2,470                 | 3,368               | 4,131                        | 3,567            | 1,979         | 1,756                    | 955     | -                | 543          | 850             | 68,154              | 14,103         | 82,257         |
| Production costs              | -                | 1,257,738   | 5,000                 | 28,509              | 365                          | -                | 1,750         | 350                      | -       | -                | 981          | -               | 1,294,693           | -              | 1,294,693      |
| Rent and utilities            | 341,622          | -           | 46,896                | 66,084              | 85,911                       | 74,846           | 37,611        | 33,754                   | 18,103  | -                | 12,097       | 16,152          | 733,076             | 166,847        | 899,923        |
| Donated services              | 163,663          | -           | 1,348,312             | 8,927               | -                            | -                | -             | -                        | -       | -                | -            | -               | 1,520,902           | -              | 1,520,902      |
| Depreciation and amortization | -                | -           | -                     | -                   | -                            | -                | -             | -                        | -       | -                | -            | -               | -                   | 227,535        | 227,535        |
| Heritage grants               | -                | -           | -                     | -                   | -                            | -                | -             | -                        | -       | 199,000          | -            | -               | 199,000             | -              | 199,000        |
| Research                      | 97,167           | -           | -                     | -                   | 11,459                       | -                | 3,471         | 15,000                   | -       | -                | -            | -               | 127,097             | -              | 127,097        |
| Office supplies               | 9,347            | 264         | 939                   | 5,251               | 3,883                        | 20,368           | 988           | 871                      | 423     | -                | 560          | 358             | 43,252              | 38,032         | 81,284         |
| Information technology        | 65,993           | -           | 5,842                 | 7,838               | 18,584                       | 37,001           | 4,943         | 4,174                    | 2,818   | -                | 1,305        | 2,756           | 151,254             | 32,793         | 184,047        |
| Telephone                     | 27,764           | -           | 3,087                 | 4,827               | 5,263                        | 11,084           | 3,339         | 1,044                    | 618     | -                | 477          | 1,108           | 58,611              | 10,485         | 69,096         |
| Housing costs                 | -                | -           | -                     | -                   | -                            | -                | -             | -                        | 122,652 | -                | -            | -               | 122,652             | -              | 122,652        |
| Postage                       | 1,341            | -           | -                     | 883                 | 57,042                       | 857              | 8             | -                        | -       | -                | 5            | 5               | 60,141              | 1,440          | 61,581         |
| Delivery                      | 6,794            | -           | 156                   | 1,726               | 2,671                        | 2,035            | 65            | 208                      | -       | -                | -            | -               | 13,655              | 4,026          | 17,681         |
| Dues and subscriptions        | 27,083           | 6,250       | 1,125                 | 2,914               | 1,137                        | 443              | 63,569        | 1,284                    | -       | -                | 23           | 13,949          | 117,777             | 18,082         | 135,859        |
| Contract services             | 399              | 24,659      | 99,000                | -                   | 64,858                       | 997              | 2,544         | -                        | -       | -                | -            | -               | 192,457             | 108,000        | 300,457        |
| Insurance                     | 20,623           | -           | 3,096                 | 4,093               | 4,866                        | 4,375            | 499           | 2,195                    | 1,202   | -                | 768          | 1,137           | 42,854              | 11,229         | 54,083         |
| Professional fees             | 4,602            | -           | 485                   | 1,212               | 1,709                        | 61,371           | -             | 17,496                   | 370     | -                | 359          | 242             | 87,846              | 44,662         | 132,508        |
| Interest                      | -                | -           | -                     | -                   | -                            | 33,620           | -             | -                        | -       | -                | -            | -               | 33,620              | 383            | 34,003         |
| Collateral                    | 3,150            | -           | -                     | 812                 | -                            | 12,109           | -             | -                        | -       | -                | -            | -               | 16,071              | -              | 16,071         |
| Fulfillment costs             | -                | -           | -                     | -                   | 29,580                       | -                | -             | -                        | -       | -                | -            | -               | 29,580              | -              | 29,580         |
| Printing and typesetting      | -                | -           | -                     | -                   | 4,686                        | -                | -             | -                        | -       | -                | -            | -               | 4,686               | -              | 4,686          |
| Taxes                         | 13               | -           | -                     | -                   | -                            | -                | -             | -                        | -       | -                | -            | -               | 13                  | 1,662          | 1,675          |
| Miscellaneous                 | 5                | -           | -                     | -                   | -                            | (20)             | -             | -                        | -       | -                | -            | -               | (15)                | 1,514          | 1,499          |
|                               | \$ 3,853,926     | 3,356,903   | 1,883,489             | 945,031             | 837,214                      | 695,285          | 495,840       | 425,873                  | 252,941 | 199,000          | 194,590      | 159,440         | 13,299,532          | 2,307,171      | 15,606,703     |

